26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 12, 1957 35¢ PER COPY

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Ranks form in network tv for fall season Page 28

$118.8 million in second quarter spot tv Page 38

Screen Gems to deal out Universal movies Page 60

Who'll get chs. 2-6?

Fall tv ready to roll

The millions in spot tv

KPRC-TV is proud to announce its purchase of the great **M-G-M** *film package for showing in the Houston area*

To start nightly 10:35 p.m. until conclusion

October 1, 1957

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

For Availabilities, EDWARD PETRY & CO.

Everything is KING SIZED

in the rapidly expanding WHEELING MARKET

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative; or call Wheeling—CEdar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.

The MOUNTAINEER, world's largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER'S size with the average bulldozer alongside it; almost like comparing WTRF-TV's audience with its next nearest competitor.

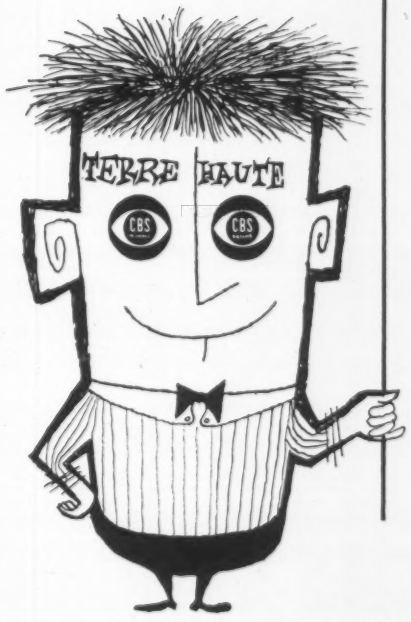
"a station worth watching"

WHEELING 7, WEST VIRGINIA

CHANNEL

Terre Haute

INDIANA'S
2nd LARGEST
TV MARKET



251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

CBS
WTHI - TV

and RADIO, too!

T.M.—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

Channel 4 Dallas

PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV

has the most viewers.....

MORNINGS
(7 A.M.-12 NOON)

AFTERNOONS
(12 NOON-6 P.M.)

EVENINGS
(6 P.M.-12 MIDNIGHT)

seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

FEELING THE HEAT • There's nothing official but next important step in litigation-harassed broadcast copyright sphere might well be withdrawal of networks from ownership interests in Broadcast Music Inc. Continual Congressional sniping at networks plus frowns from Dept. of Justice would be responsible for their separation from industry-owned BMI music organization. BMI control would still repose in individual stock-owning station owners.

B•T

CONGRESSIONAL and legal pressures may lead to another shift in BMI activities — discontinuance or curtailment of yearly broadcast clinics under its auspices. While agendas of these meetings include wide range of operating workshops for station personnel, BMI is subject to charge that circuit-riding schedule is merely designed to promote use of BMI music as opposed to ASCAP.

B•T

BEYOND HORIZON • Look for early announcement of television's first "over-the-horizon" service, linking U. S. and Cuban television on regular, commercial basis. Nobody was talking last week, but AT&T and Cuban company reportedly have completed installations which will employ tropospheric scatter propagation to bridge 185-mile, over-water haul from southern Florida to spot near Havana. System, estimated $3 million joint project of AT&T and Radio Corp. of Cuba, is expected to go into operation in fall, providing one tv channel in each direction and telephone conversations both ways.

B•T

ROBERT LEWINE, vice president and head of nighttime programming for NBC-TV, expected to be promoted to head both daytime and nighttime programming for network, reporting to Emanuel Sacks, vice president, tv network programs. Formal announcement will be made this week. Mort Werner, vice president in charge of daytime, recently resigned to join Kaiser Industries [B•T, July 22] as vice president in charge of "all internal tv activities of the affiliated Kaiser companies."

B•T

WASHINGTON BAPTISM • FCC Network study staff recently concluded that NTA film network must be included as important part of its tv network study and has called on newest of networks for full information. In fact, special Washington meeting has been held between NTA officials Raymond Nelson and Hyman Booker and Dean Roscoe Barrow, network study chief, and staff members. NTA is cooperating in submitting information.

B•T

NEW GIMMICK for improvement of programming and station relations at same time is being sharpened by officials of American Broadcasting Network as they proceed with plans for switchover to all-live personality programming. They hope to announce shortly new arrangement under which ABN affiliates will get advance notice of what musical selections network will play and at what times, so that stations may program their local music more compatibly. Plan also may include suggestions, for optional use, as to what sort of local music might best fit around network portions.

B•T

TOLL TECHNICALITIES • While AT&T is keeping its own counsel on closed-circuit tv, conflicting reports are heard on its technical appraisal of Skiatron's so-called "open wire" method of multiplexing both video and audio service into tv homes. AT&T, from operating standpoint, reportedly contends that system isn't feasible, while Bell Laboratories, AT&T research and development adjunct, is understood to feel that system has possibilities within established interference tolerances and, therefore, would work.

B•T

IF SKIATRON closed-circuit method works, new term will enter electronic lexicon. It is "Parax," name given by Skiatron to its open wire, which, it is claimed, can handle five circuits simultaneously including standard video band without undue interference. FCC engineers, it is said, also lift eyebrows as to feasibility and want to be shown. Even though projected wire systems might not be subject to FCC regulation at this stage, it is logically anticipated that demonstration for benefit of government engineers will be proposed sometime soon — probably before FCC considers "open circuit" or "on air" toll tv proposals Sept. 17.

B•T

IS A PUZZLEMENT • Closed-circuit toll tv was topic of high-level conference called by RCA Chairman David Sarnoff last Monday in New York. RCA-NBC's position has been unalterable opposition to on-air or "open circuit" toll television, and it is opposed to any impingement upon free tv service to public. Participants in conference, in addition to General Sarnoff, were: Robert W. Sarnoff, NBC president; Robert E. Kintner, NBC executive vice president in charge of tv network programs and sales; Emanuel (Manie) Sacks, NBC tv vice president in charge of network programs, and Kenneth W. Bilby, vice president in charge of public relations.

B•T

HAL JAMES, for more than decade vice president in charge of television and radio for Ellington & Co., New York, is expected to join Doherty, Clifford, Steers & Shenfield, effective Aug. 15, as vice president in charge of radio and television.

B•T

TEXT FOR TODAY • Radio business will lap over into halls of learning if one of Radio Advertising Bureau's current projects works out. Figuring radio has been getting short shrift with rising generations of advertising and marketing executives because most textbooks on such subjects are written from newspaper standpoint, bureau has commissioned several professors to write texts from radio angle. RAB hopes they'll be ready for classrooms by start of 1958-59 scholastic year.

B•T

SUCCESSOR to Ralph W. Hardy, CBS Washington vice president, who died suddenly last Monday of heart seizure while on vacation in Ogden, Utah (story page 54) tentatively has been selected by CBS Inc. President Frank Stanton. It is expected that appointment will be from within CBS organization. Meanwhile Earl H. Gammons, former CBS Washington vice president, now CBS consultant, is sitting in.

B•T

BREATHING EASIER • There is sequel to blessing of the Dept. of Justice on setup and operations of Television Allocations Study Organization, as exemplified in Justice's July 15 letter to FCC Chairman John C. Doerfer [B•T, July 29]. It's this: Representatives of RCA and GE—both of which brought up potential anti-trust liability question originally—had been extremely cautious in attending TASO meetings. With publication of Asst. Attorney General Victor R. Hansen's "all clear" letter, RCA and GE participants are attending and participating in TASO meetings with all wraps removed.

B•T

PLOUGH INC. stations are breaking all records on business, according to President Harold R. Krelstein. He reports that as of last July, all four stations showed increases, compared with 1956, as follows: WCOP Boston, up 77%; WCAO Baltimore, up 62.6%; WMPS Memphis, up 34%; WJJD Chicago, up 31%.

B•T

CURTIS SHOPPING • Helene Curtis Industries, Chicago, started informal hearings last week with agencies pitching for $4.5 million account ($3.3 million radio-tv) which has left Earle Ludgin & Co. Gordon Best & Co. and Edward H. Weiss & Co., which handle other Curtis accounts, are strong contenders, it's understood, but New York agencies with Chicago offices also are in running. Ludgin agency, incidentally, is in throes of reappraising operation and personnel as result of losing Curtis (about one-quarter of its business) account.

Congratulations

KPHO-TV

"HIGHEST-RATED" of 4 Phoenix Stations!

"HIGHEST-RATED" Independent in U. S.!

- In the Phoenix ARB for June, KPHO-TV ranks first in 149 and ties for first in 3 of the 346 quarter-hour time periods during which it is on the air with competition.

- KPHO-TV's share of audience during its time periods on the air from sign-on to sign-off is 31.0%.

Your sister MEREDITH STATIONS and Magazines*

WHEN	— SYRACUSE —	WHEN-TV
WOW	— OMAHA —	WOW-TV
KCMO	— KANSAS CITY —	KCMO-TV

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Military Again Gazing Greedily at Tv—Defense letter to Capitol Hill indicates chs. 2-6 might fit nicely into new technologies developed by military. Sen. Potter, and Rep. Bray see infringement on rights of public. Page **27.**

ADVERTISERS & AGENCIES

What's Coming on Tv Networks This Fall—Advertisers will spend around $5 million weekly for night programming and that doesn't include the super-specials. Availabilities are getting scarce. Page **28** (night schedules pages **30, 31**).

Tintex Thinks Tv Is Terrific—But sponsor can't afford high cost of NBC-TV vehicle it would like to ride. Advertiser asks: If market is soft, meet our price. Alternative: Tintex will put its money into print media. Page **32.**

Sniffles Will Be Profitable Again—It's hot around the agency marts but they're planning ahead for winter by lining up availabilities for radio and tv time to promote cold remedies. Budgets look about 10% above last year. Page **35.**

Jergens Does a Switch—Long a tv network user, and a successful one, lotion maker switches its media strategy by booking spot television campaign. Page **36.**

There's No Stopping Tv Spot—Television Bureau of Advertising estimates $118 million (gross) was spent for video spots in second quarter of year, $2 million up from first quarter. Network and spot total for first half of 1957 (time only) figured at $486 million in B•T compilation. Page **38.**

Who Bungled the Commercials?—NBC-TV and Kudner Adv. reluctant to take blame for telecasting of plugs while verdict of championship fight was being announced. General Motors vice president, Edward T. Ragsdale, "incensed" by incident. Page **40.**

Morgens for McElroy?—Executive vice president's name heard frequently as speculation develops on successor to Neil H. McElroy, Procter & Gamble president, who has been nominated to be Secretary of Defense. Page **46.**

NETWORKS

Pleasing the Young Folks—Three blue-chip advertisers are sought by CBS Radio to underwrite two-hour block of music programming (12 hours per week) as aural medium's comeback continues. Two-fold object: To bring back additional top national advertisers into network radio and to appeal to 14-24-year age group that researchers describe as preferring radio above other media. Page **50.**

Three at Keystone Get Promotions—Noel Rhys, Edwin R. Peterson and Charles A. Hammarstrom elevated by President Wolf. KBS now claims 971 affiliates and cites record business. Page **52.**

Mutual's New Owners Take Over—President Roberts says group of independent stations is knocking at the network's door, desiring to become affiliates. New regime now in full charge of radio hookup following purchase from RKO Teleradio. Page **56.**

FILM

Ink Dries on $20 Million Film Deal—Screen Gems prepares first package of Universal films with seven-year contract giving distribution-only rights on 600 pre-1948 productions. Wall Street revives rumors of imminent spin-off as Columbia tv subsidiary becomes largest of all tv syndicators. Page **60.**

Everybody Gets an AAP Cut—Film distributor develops an unusual merchandising-promotion scheme to split profits. Stations, manufacturers of Popeye-licensed novelties and AAP all benefit. The story of a plan to make everybody happy. Page **64.**

GOVERNMENT

Deintermixing Faces the Bench—First court test of FCC's decisions underway as WTVW (TV) Evansville, Ind., asks appellate court to hold up FCC's order moving it from vhf to uhf channel. Page **70.**

Also see AT DEADLINE, Page **10.**

Reducing Aids Getting a Onceover—Federal Trade Commissioner tells House probers Regimen, which recently expanded radio-tv spot promotion, has come under its jurisdiction. Page **72.**

PROGRAM SERVICES

L. A. Defers Wire System Plan—City council cancels proposal to advertise Skiatron closed-circuit tv franchise for bids. Skiatron raises antitrust spectre in Telemeter and Fox application. Page **78.**

STATIONS

News Is Newsy at CBS Chicago—A depth account of the way this CBS o&o outlet reports what's happening in and around Chicago. How alert broadcast newsmen can show newspapers some reportorial tricks. Page **90.**

OPINION

How About All This Razzle-Dazzle?—Raymond R. Morgan, Hollywood agency executive, tells those who would hippodrome that "nobody steals the air." A persuasive case for "simple, homely, unobtrusive things." Page **113.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Only 22 weekly quarter hours don't belong to WTIX.

The other 266 do!

The brand new Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share: 23.2%; next station's share: 11.5%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX *first in 11-station* **NEW ORLEANS**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

NBC BUYS WJAS PITTSBURGH

NBC, without regular radio affiliate in Pittsburgh since last year, has bought WJAS-AM-FM in that city, subject to customary FCC approval, according to announcement being released today (Monday). Price understood to be $725,000. WJAS is on 1320 kc with 5 kw and currently is affiliated with ABN. WJAS-FM duplicates am programs and is on 99.7 mc with 24 kw.

NBC president Robert W. Sarnoff said WJAS-AM-FM would return full schedule of NBC Radio programs to country's eighth largest market and expressed confidence NBC network's recent growth in audience and advertiser acceptance would be "greatly accelerated by the addition of these important stations." WJAS President H. Kenneth Brennen, whose father founded WJAS in 1921, said: "As pioneer broadcasters we are proud that WJAS is becoming part of NBC and of the oldest radio network in the country, particularly at this time of radio's resurgence."

NBC has not had regular radio affiliate in Pittsburgh since KDKA and other Westinghouse stations disaffiliated, although both KDKA and WWSW Pittsburgh have carried some NBC programs during interim. Acquisition of WJAS-AM-FM will bring NBC's radio station ownership to FCC maximum of seven.

Sale of WJAS stations was required under terms of merger agreement with *Pittsburgh Post-Gazette* (WWSW) whereby FCC granted Pittsburgh ch. 11 to WWSW, with option for 50% ownership held by Pittsburgh Radio Supply House Inc., WJAS licensee. Grant was conditioned on disposal of WJAS stations to conform to duopoly regulation. Pittsburgh ch. 11 station, WIIC (TV), began operating July 15, is affiliated with NBC.

Monsanto to Sponsor CBS-TV Science Show

MONSANTO Chemical Co., St. Louis, will sponsor new series of 10 hour-long programs entitled *Conquest* on CBS-TV starting early in November and through spring of 1959 (four to be seen in 1957-58 season) "as part of its current campaign to increase public interest in scientific progress and in science as a career."

Joining in announcement Friday were CBS-TV President Merle Jones; Dr. Charles Allen Thomas, Monsanto's president; Dr. Detlev W. Bronk, president of National Academy of Sciences and also of Rockefeller Institute for Medical Research, and Dr. Laurence H. Snyder, president of American Assn. for Advancement of Science and dean of U. of Oklahoma's graduate school.

Series is designed to inform tv audience of scientific "breakthroughs," to recognize scientists for research contributions and to help answer need for trained scientists by focusing attention on this problem. In each telecast, science newsreel, two filmed reports of major scientific developments, profile of famous scientist and special award feature will dramatize each objective. Team of CBS news correspondents will serve as on-camera science reporters on series that will be supervised by Irving Gitlin, CBS director of public affairs, and will be produced by Michael Sklar of public affairs department. Gardner Adv., St. Louis, is agency. Time and debut are not set.

KTLA (TV) Appoints P,G,W

KTLA (TV) Los Angeles Friday announced appointment of Peters, Griffin, Woodward as national sales representative, effective Aug. 15. KTLA operates on ch. 5, is owned by Paramount Pictures.

Red China News Plan Hits Snag in Canada

NEWS reports in *Toronto Star* and other papers last week concerning CBS-Canadian Broadcasting Corp. plan to work together towards ferreting news from behind China's bamboo curtain (see earlier story, page 56) have "worried" Canadian broadcasters to point where they now wish to renegotiate entire contract proceedings with CBS, latter acknowledged Friday. With joint effort set to get under way shortly, CBC now is asking for different—and stiffer—terms, in effect is understood to be demanding complete control over news gathering and payment. According to CBS News Director John Day, "This changes the whole situation." CBS feels that it cannot agree to CBC's new terms, may cancel entire deal.

TWO HEADS BETTER?

NEW regime at Mutual (see story, page 56) understood to be establishing new station relations department set-up, encompassing two directors of unit instead of conventional one. Charles W. King is to continue as station relations director, headquartering in New York and concerning himself primarily with administrative duties. Counterpart of his job has been created, which will be exclusively field position, under which director will give affiliates guidance, examine their problems, etc. Mutual reportedly has hired for this post executive who owns two am and one fm station. Both directors will report directly to Paul Roberts, new Mutual president.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

EXPANSION PLAN • Having gained national distribution within six years, Kitchens of Sara Lee moves into network picture for first time Sept. 20 with five quarter-hour segments each month on CBS Radio's *Arthur Godfrey Time*. Chicago based bakery firm plans to expand present running advertising budget of $1.4 million during fall, with majority share to radio-tv. Agency: Cunningham & Walsh, Chicago.

NEWS NOTE • American Can Co., N. Y., planning to sponsor alternate Friday editions of CBS-TV news show (Mon.-Fri., 7:15-7:30 p.m.), effective Oct. 1. Compton Adv., N. Y., is agency. CBS-TV expects to complete arrangements this week.

RADIO TO SELL TV • Allen B. Du Mont Labs (television receivers) Clifton, N. J., understood to be initiating spot radio campaign in mid-September, covering New England and Middle Atlantic states. Number of markets and length of campaign still unset. Agency: Page, Noel & Brown, N. Y.

TWO FOR 'DOLLAR' • Toni Co., through North Adv., N. Y., signs for NBC-TV *Dollar a Second* Aug. 24, Sept. 7 and 21. Pillsbury Mills, through Campbell-Mithun Inc., Minneapolis, signs for same show Aug. 31, Sept. 14 and 28.

SIX FOR SHOW • Six participating advertisers signed for new NBC-TV *Arlene Francis Show* starting today (Monday) in Monday-through-Friday 10-10:30 a.m. period, network reported Friday. Sponsors and agencies (in parentheses) are: Owens-Corning Fiberglas Corp. (McCann-Erickson), House of Westmore Inc. (Ehrlich, Neuwirth & Sobo), Aladdin Industries Inc. (William Hart Adler Inc.), Cooper's Inc. (Henri, Hurst & McDonald), Bourjois Inc. (Lawrence C. Gumbinner Adv.) and Minnesota Mining and Mfg. Co. (BBDO).

PICTURE PROMOTION • Metro-Goldwyn-Mayer, through Donahue & Coe, both N. Y., understood to be planning usual premiere performance radio-tv spot campaign (emphasis on radio) in major markets coincidentally with October release of film version of "Don't Go Near The Water" starring Glenn Ford and Eva Gabor.

DAY SPOTS • Junket Brand Foods Div. of Chr. Hansen's Lab. Inc. (Rennett powder), through Sullivan, Stauffer, Colwell & Bayles, N. Y., week after Labor Day will start placing 27-week daytime minute tv campaign in 12-15 markets.

at deadline

House May Bare Air Deals In Boxing, Horse Racing

REP. Emanuel Celler (D-N.Y.), whose House Antitrust Subcommittee last week completed hearings on professional team sports, Friday said that he may shortly order full-scale investigation of professional boxing and horse racing. Investigation would begin "probably this fall," he said.

Previous hearings, to determine advisability of placing professional team sports under antitrust laws, went extensively into radio-tv income for various teams and role played by pay tv in future plans. Broadcasting also contributes heavily to boxing and track income and would figure prominently in any investigation, observers feel.

Rep. Celler expects his subcommittee to have legislation ready for January session of Congress setting limits on antitrust control of professional sports.

Zenith Profits Increase; McDonald Raps Wired Toll

ZENITH RADIO Corp. estimated consolidated net profits for company's first fiscal quarter, ending June 30, 1957, were $747,547, or $1.52 per share. This estimate was figured after reserves set aside for depreciation, excise taxes, contingency reserves and federal income tax. It compares with profits of $699,659, or $1.42 per share, in same period of 1956. Consolidated net profits for six months ending June 30 totaled $2,398,137, or $4.87 per share; compared with $2.530,824, or $5.14 per share for same 1956 period.

Consolidated sales for first three months of fiscal year amounted to $29,827,712, compared with $27,455,617 for similar 1956 quarter. For six month fiscal period, consolidated sales totaled $66,486,222 compared to last year's six month figure of $65,370,935.

In reference to toll tv, Zenith President E. F. McDonald Jr. declared continued delay by FCC will encourage development of wired pay tv. He added: "The net effect of the large-scale development of closed-circuit subscription television would be to weaken the entire tv broadcasting industry."

NARTB Sends Tv Week Kits

STATION planning for National Television Week (Sept. 8-14) was speeded Friday as NARTB sent out basic materials for use in promoting observance of annual event. Comprehensive kit of promotion and program ideas is supported by background information and series of special campaigns.

Included in NARTB package are news releases, proclamations by public officials, lists of civic and fraternal organizations aiding in weeklong event, suggestions for contests, retailer aids, slides and newspaper mats, promotional spots, speeches, etc.

TREASURE AND TRAGEDY

TREASURE hunt conducted by KILT Houston met with fatal accident just before deadline when Jimmy Watts, 38, Houston insurance man, fell off scaffold at Museum of Fine Arts late Thursday while hunting around excavation for hidden $25,000 check. William C. Weaver, KILT manager, termed accident "terribly unfortunate." Station had repeatedly announced that check was easily accessible to five-year-old child and not near anything dangerous. Accident victim had climbed scaffold, falling into excavation. Contest was just entering tenth and final day at time of accident.

ABN Affiliates Board Meets Wednesday in N.Y.

ALL-DAY meeting of American Broadcasting Network Station Affiliates Advisory Board to be held Wednesday at University Club in New York, Edward J. DeGray, ABN vice president in charge of station relations, announced Friday.

Board members include Simon Goldman, WJTN Jamestown, N. Y.; J. P. Williams, WING Dayton; Ben A. Laird, WDUZ Green Bay, Wis.; T. B. Lanford, KALB Alexandria, La., and KRMD Shreveport, La.; C. B. Locke, KFDM Beaumont, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; James W. Wallace, KPQ Wenatchee, Wash.; Jack S. Younts, WEEB Southern Pines, N. C.

Representing ABN at the meeting will be Robert E. Eastman, president; Stephen B. Labunski, vice president in charge of programming; Thomas C. Harrison, vice president, sales; Stephen Riddleberger, administrative vice president, and Mr. DeGray.

Senators Eulogize Hardy

THREE U. S. Senate leaders eulogized late Ralph W. Hardy, CBS Washington vice president, on floor of Senate last Thursday. Sen. Lyndon Johnson (D-Tex.), majority leader, declared that "the future of America lies with young, able men like Ralph W. Hardy. We have lost a citizen who cannot be easily replaced." Sen. Jacob K. Javits (R-N. Y.) declared that Mr. Hardy "made a great place for himself not only as a leader in his industry but as a leader in civic affairs, and as one who had a deep solicitude for the public interest." Sen. Arthur V. Watkins (R-Utah) said that Mr. Hardy brought "honor" to his state, the Intermountain region and to his family. He also stated: "His was a service always ready at call, and freely given." Mr. Hardy suffered heart attack while on vacation in Utah early last week (see page 54).

PEOPLE

RALPH C. TANNER, vice president and director, Anderson & Cairns, N. Y., appointed chairman of agency's creative board.

KENNETH C. LOVGREN, former copy manager, Foote, Cone & Belding, L. A., at one time with Young & Rubicam, Henri, Hurst & McDonald and Ross Roy Inc., named advertising director of Stauffer System, slenderizing salon chain, and will direct expanded advertising program that will include spot radio. FC&B, L. A., and Anderson & Cairns, N. Y., service account.

EMMETT BATES FAISON, account executive, Benton & Bowles, to H. B. Humphrey, Alley & Richards, N. Y., as account executive.

ROBERT MILFORD, formerly with William Esty Co., N. Y., to Kudner Agency, N. Y., as tv producer-director.

RICHARD F. GORMAN promoted from assistant advertising manager to advertising manager of Admiral Corp. (radio-tv sets, other products), Chicago.

VAN B. FOX, serving with NBC-TV *Wide Wide World* in various capacities for two years, named director of program which makes fall debut Sept. 15.

PETER KORTNER, story editor for *Playhouse 90,* promoted to newly created post of associate director of CBS-TV's weekly 90-minute dramatic series.

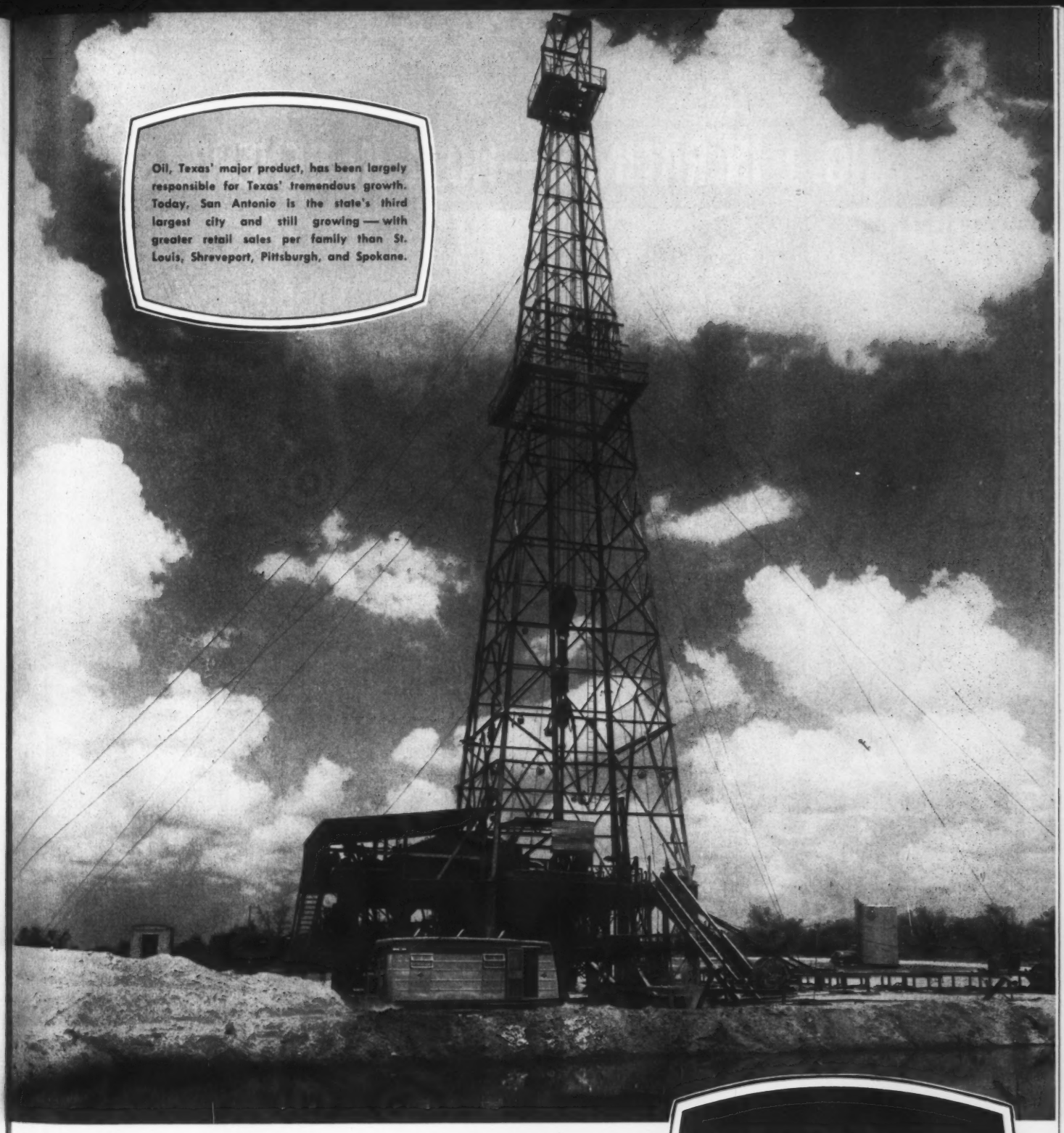
MORT GRANAS, assistant to manager of live cost control, west coast production operations, CBS Television, appointed manager of cost administration of department.

AFM May Take Action Against Record Companies

AMERICAN Federation of Musicians Hollywood local put off until today (Monday) decision on how to proceed against recording companies which have not recognized boost in scale for arrangers and copyists instituted by local last month, but have continued to pay old scale. Local had planned effective last Friday to put companies on national AFM default list, which would make it impossible for them to hire AFM members, but at last minute postponed action over weekend. Local did not identify holdouts, said to include such companies as RCA Victor, MGM and Capitol. Only statement from record makers was that of Capitol to effect that it has national agreement with AFM which specifies scale for arrangers and copyists, and Capitol is abiding by this agreement.

Court Rebuffs WTVW

REQUEST for stay against FCC's order deleting ch. 9 from Hatfield, Ind., and issuance of show cause order to WTVW (TV) Evansville looking toward move of its ch. 7 to Louisville (with ch. 31 substituted), made by WTVW last Thursday to U. S. appeals court (see story page 70), denied Friday. Court issued no opinion, merely denying stay request.


Oil, Texas' major product, has been largely responsible for Texas' tremendous growth. Today, San Antonio is the state's third largest city and still growing — with greater retail sales per family than St. Louis, Shreveport, Pittsburgh, and Spokane.

IN EACH TELEVISION MARKET
THERE IS ONLY ONE LEADER.*
IN SAN ANTONIO, IT'S KENS-TV

KENS-TV
EXPRESS-NEWS STATION
5

CBS

SAN ANTONIO, TEXAS

ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

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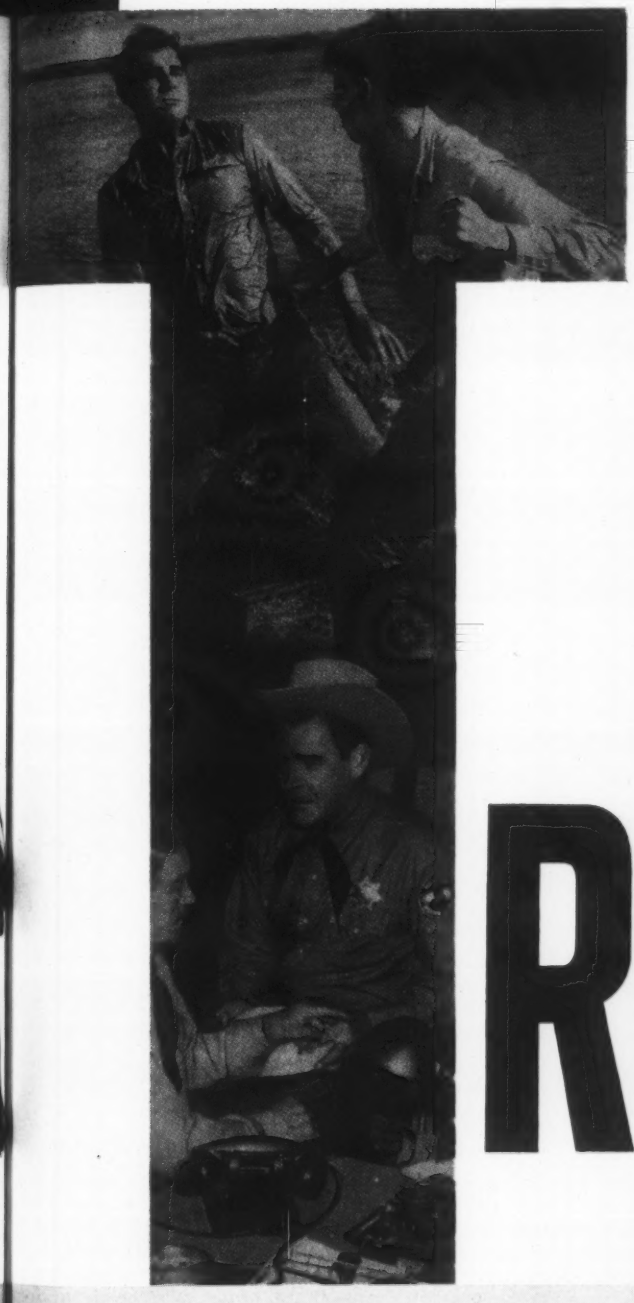
NO. 1 IN RATINGS — NO. 1 IN RENEWALS!

STATE

RENEWED IN 72 MARKETS BY FALSTAFF — FOR 52 MORE WEEKS! Falstaff, America's 4th largest brewing company, is moving up . . . with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. *It sells!*

NO. 1 NATIONALLY, AND "TOP 10" IN 120 ARB REPORTS! Check all the rating services . . . ARB, Videodex, Pulse . . . they *all* rate this MCA TV thriller right up at the top. STATE TROOPER is the No. 1 adventure hit — highest rated! — in St. Louis 40.7, Milwaukee 20.4, Pueblo 56.9, Chicago 19.9, Boston 23.3, Cleveland 20.9, Davenport-Rock Island 29.6, San Antonio 32.3, Santa Barbara 26.3, Columbia-Jefferson City 40.1, Jackson 38.3, Peoria 38.0, Chico 57.3, Birmingham 34.2, Minneapolis-St. Paul 17.2, Philadelphia 18.7, Atlanta 22.7, Montgomery 37.0, Phoenix 28.1, Jacksonville 41.3.



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This program is produced with the cooperation of the Sheriffs' Association of the State of Nevada.

IN
YOUNGSTOWN, OHIO
WFMJ
delivers
24%
Of all homes using Radio from 6 a.m. to 12 midnight Monday thru Friday—So says The Pulse Inc.

Check this share of audience

7 a.m. to 8 a.m. ....WFMJ..28%
Station B 19%
" C 19%
" D 15%

8 a.m. to 9 a.m. ....WFMJ..28%
Station B 24%
" C 17%
" D 14%

9 a.m. to 10 a.m. ....WFMJ..25%
Station B 21%
" C 20%
" D 17%

6 p.m. to 7 p.m. ....WFMJ..21%
Station B 19%
" C 18%
" D 17%

WFMJ covers the Big Youngstown, Ohio Market—31st in the nation. Call Headley Reed or Mitch Stanley for current and fall availabilities.

YOUR GOOD NEIGHBOR STATION

OPEN MIKE

Editorial Support

EDITOR:

It certainly is a pleasure to see Broadcasting going to bat for industry standards. What I have in mind is the editorial, "Hot Spots" [B•T, July 29], about the General Foods-Bristol-Myers plan to control broadcast time. Another editorial of the same kind was your recent exposure of the evils of film-for-time barter deals.

Eugene Katz
President
The Katz Agency, New York

For the Record

EDITOR:

In the July 15 B•T there was a story concerning Mutual which repeated what has been reported to be the circumstances of its founding. Over the years, I have seen similar reports and have always intended to write you and make the proper corrections.

The particular point that needs correction and which should be eliminated from Mutual's history is that it was an outgrowth of the former Radio Quality Group. Mutual's birth was never due to or was in any way concerned directly or indirectly with the Radio Quality Group, nor was it ever called the Radio Quality Group. The fact is that Radio Quality had a short life of a year or two prior to Mutual's founding. It had failed completely and this failure was psychologically something of a liability in organizing Mutual. Radio Quality had been dead, was buried and those of us who conceived and started the movement for Mutual had never been in any way associated with it. The fact that one member of Mutual (WOR) had at one time been a member of Radio Quality no doubt gave rise to the rumor.

George F. Wilson
Wilson Broadcasting Corp.
Worcester, Mass.

No C-C in Pittsburgh

EDITOR:

In an article regarding our firm, Bryg Inc. [B•T, July 8], I would like to call your attention to the second paragraph which specifies that we have demonstrated our system on a still basis over a Pittsburgh-New York closed circuit. This is not true. The only closed circuit work performed was in New York and we have leased facilities at Carnegie Tech, Pittsburgh, which have not been used for any closed circuit. . ...

Samuel H. Depew
Executive Vice President
and General Manager
Bryg Inc., Butler, Pa.

Any Earlier Man-on-Street?

EDITOR:

Our attention was called to the item reporting Parks Johnson, "credited as the man who originated the man-on-the-street program . . . in 1932" [B•T, June 17].

Karl Stefan, our former chief announcer, produced a daily *Voice of the Street* program by portable short-wave on WJAG, starting Dec. 19, 1932. Mr. Stefan was elected to the U. S. House of Representatives, 1934, remaining there until his death [in] 1951. His *Voice* program continued on WJAG until wartime restrictions of 1941.

We wonder if there were any earlier, regular man-on-the-street programs.

Bob Thomas
Manager
WJAG Norfolk, Neb.

Radio While You Wait

EDITOR:

Your item entitled "Another Radio Service" [B•T, July 1], was timely for KWG. Shortly after that issue of B•T arrived, this station moved into new facilities with a situation developing that was similar to your article with the added feature that a telephone line does not have to be left open in order to feed the radio program to a caller who is waiting to be connected with his party.

We'll admit, however, that it was strictly an accident.

Robert W. Billman
Promotion Director
KWG Stockton, Calif.

[EDITOR'S NOTE: Mr. Billman was inspired by B•T's story of an RAB telephone operator who left the switch open for waiting callers so they could listen to the radio. When telephones were installed at KWG it developed that the station's programs could be heard louder than the telephone conversation. This was corrected on the regular lines, but couldn't be eliminated on the "hold" position. The station turned the handicap to an advantage by adopting RAB's technique.]

Students Have Chance

EDITOR:

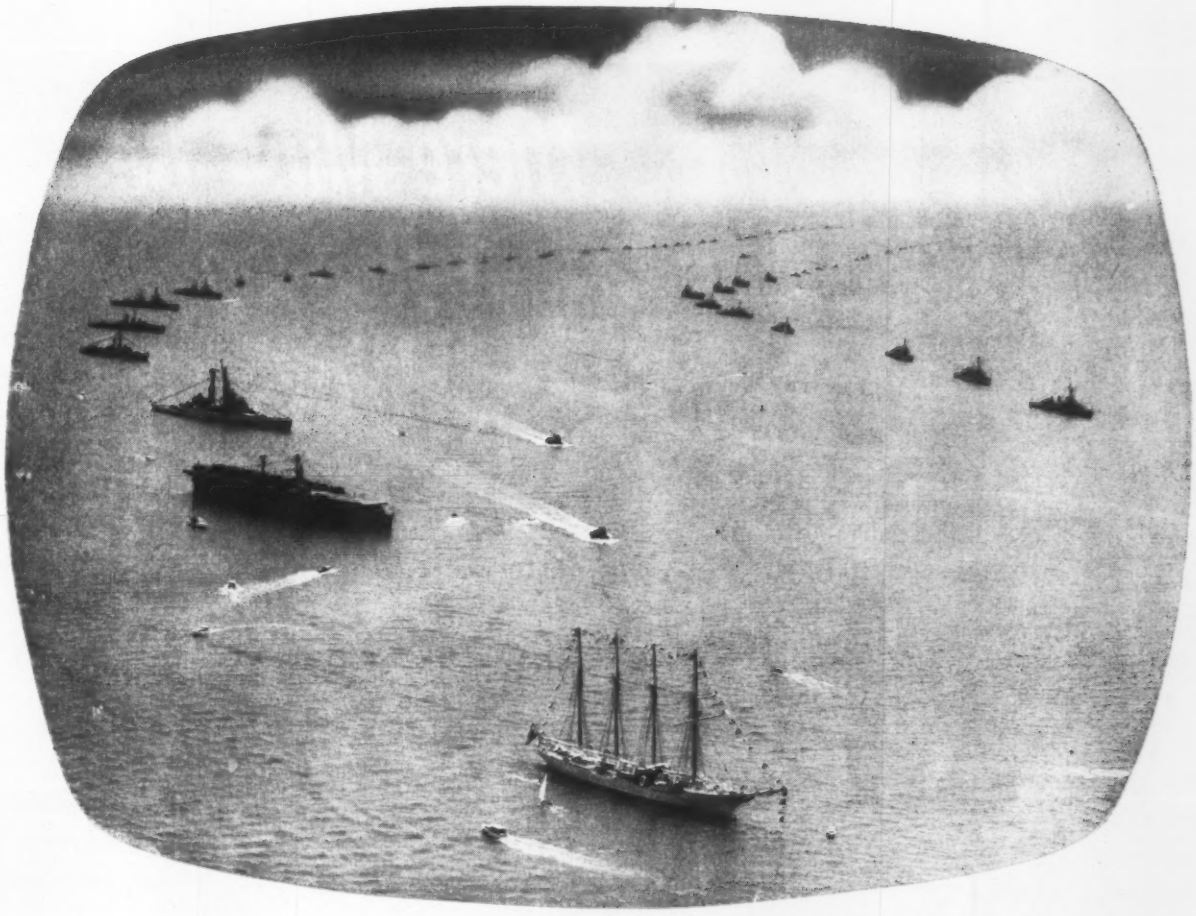
In regard to a letter in OPEN MIKE [B•T, July 22] implying that the broadcast industry is scared of college trained students or showing preference to radio school diplomas, I find . . . the broadcast industry willing, even anxious, to absorb young persons from all walks of life and varied educational backgrounds. If a preference exists, it would be in favor of the college or university trained man.

Many broadcasters devote valuable time as advisors to colleges. Professional or trade schools do not enjoy such distinction. Scholarships and financial aid for college men and women are standard operating procedures at many stations.

I will admit that announcers and production people holding first class radiotelephone operator licenses must, of necessity, be given some preference. Still, there is a vast absorption of unlicensed persons.

I hope that the letter merely referred to a somewhat presently dormant situation in an immediate area. . . . The broadcasting field rates at the top for consideration of, absorption of, and advancement of college trained people as well as any other talent that will enhance the field.

William B. Ogden
Educator
Radio Operational Engineering School
Burbank, Calif.



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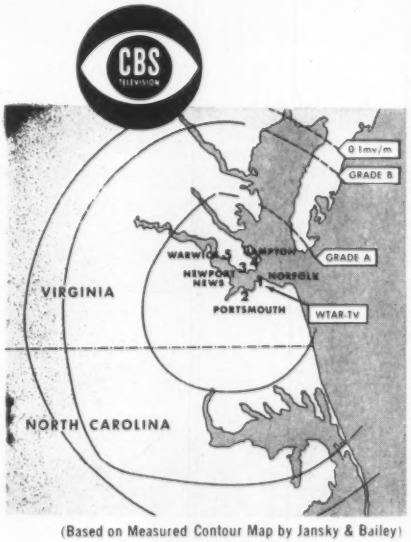


(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

On June 11, from the top of WTAR-TV's 1,049-foot tower you could have seen history's greatest peacetime display of naval might—a 14-mile double row of ships stretched out through Hampton Roads for the International Naval Review.

Then, had you "panned" around to the left in a complete circle, you would have looked down on five major Virginia cities—Hampton, Newport News, Warwick, Portsmouth and Norfolk—ringing Hampton Roads in one big eye-popping market . . . the greatest, growingest in Virginia, and 27th in the nation!

Atop our tower, you would be at the focal point of this big five-city market, dominated by WTAR-TV.

For more information about the foremost communications medium in Virginia's greatest market, write to WTAR-TV or your Petry man.

WTAR-TV

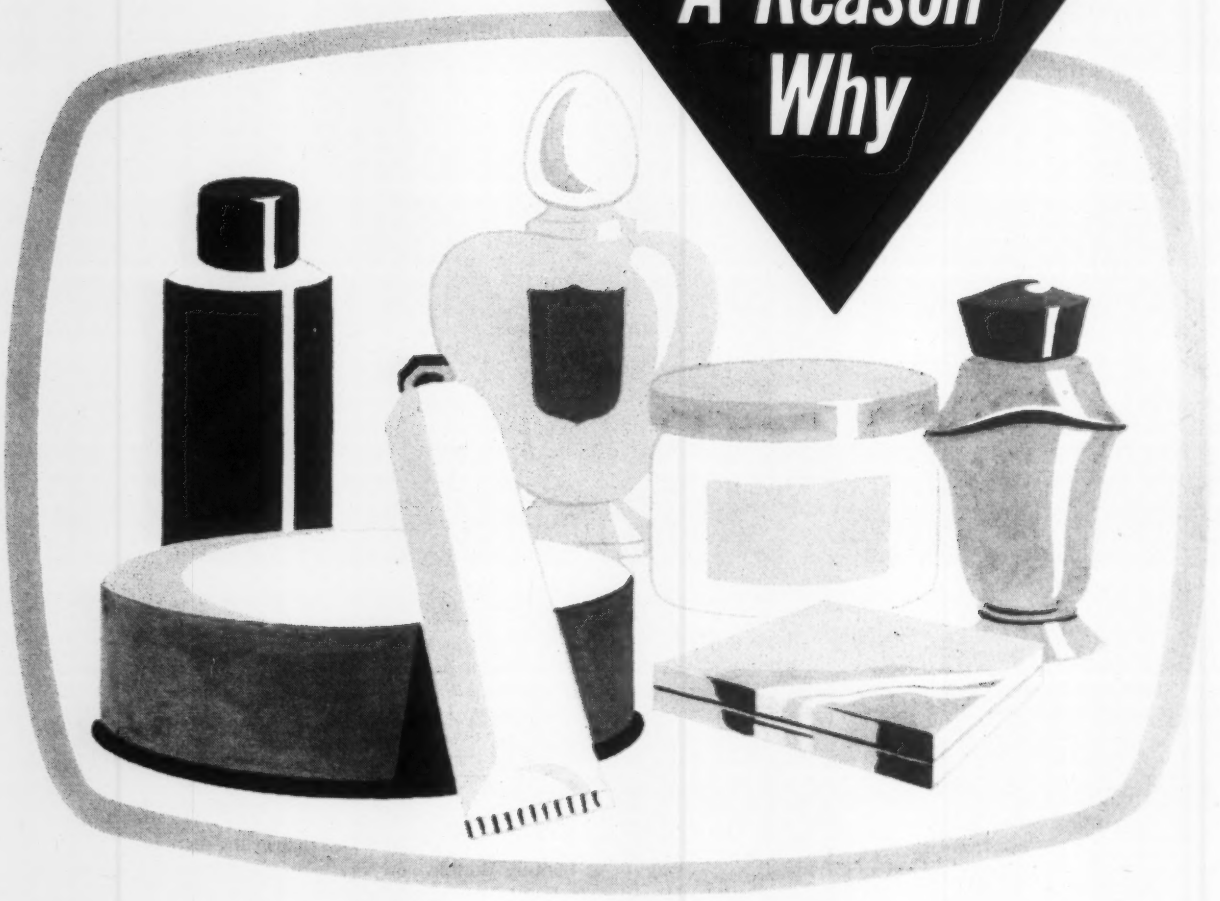
CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.

Telephone: Madison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.

There Must Be A Reason Why



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Cosmetic advertisers know Spot TV advertising dollars are working dollars. They produce many more sales dollars by reaching milady when she's most receptive to your message. Cosmetic advertisers know Petry represented stations do an excellent selling job for them, reaching one-third of all TV homes.

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WBAL-TV ..... Baltimore	WTAR-TV ..... Norfolk
WGN-TV ..... Chicago	KMTV ..... Omaha
WFAA-TV ..... Dallas	WTVH-TV ..... Peoria
WESH-TV ..... Daytona Beach	WJAR-TV ..... Providence
WTVD ..... Durham-Raleigh	KCRA-TV ..... Sacramento
WICU ..... Erie	WOAI-TV ..... San Antonio
WNEM-TV ..... Flint-Bay City	KFMB-TV ..... San Diego
WANE-TV ..... Fort Wayne	KTBS-TV ..... Shreveport
KPRC-TV ..... Houston	WNDU-TV ..... Sound Bend-Elkhart
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Television Division

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33

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KVOO TULSA

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*Reg. U. S. Patent Office

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26 MEN

thundering out of the West

... The 26 daring Arizona Rangers tamed America's last wild territory ... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN ... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

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- Standard Oil of Texas
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- Nic-L-Silver Battery
- Mrs. Smith's Pies
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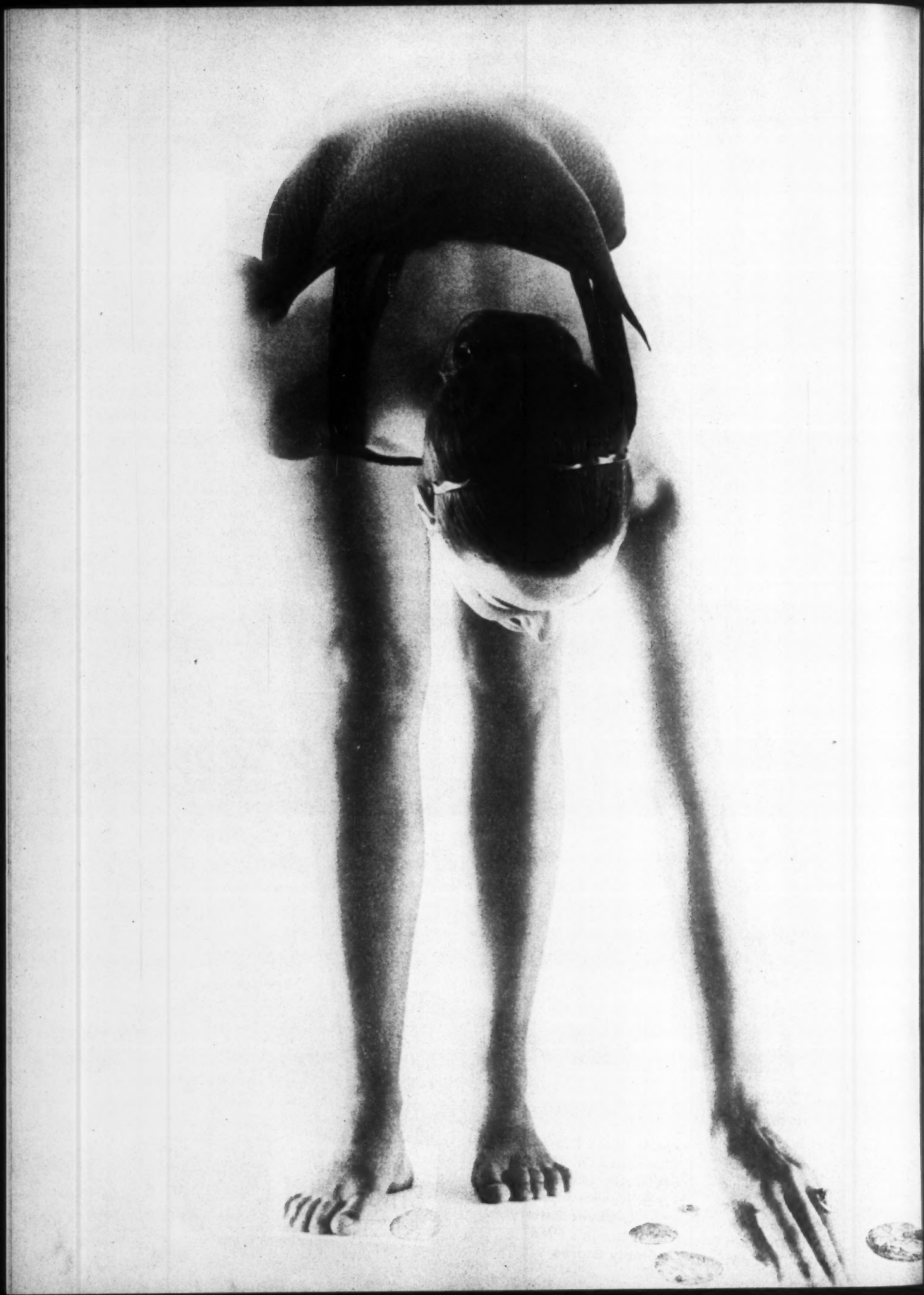
CONTACT:

ABC FILM SYNDICATION

1501 Broadway, N.Y.C.
LAckawanna 4-5050



There's more to Florida!

For photography and pleasure, Florida's beaches are unsurpassed, but of greater significance to northern Florida is the commerce-laden port of Jacksonville, busy gateway between the world and a marketing area stretching deep into Florida and beyond.

There's Georgia, for instance

... much of which lies within the Jacksonville distribution area and relies on Jacksonville for its goods... and its television. WMBR-TV covers 34 counties in Georgia which contain 12.5% of all the television homes in the entire state, and account for 10.8% of Georgia's general merchandise sales. In fact, WMBR-TV's NCS area takes in 17.5% of all the tv homes in Florida and Georgia combined... and 16.6% of combined general merchandise sales!

and WMBR-TV, Jacksonville

is strongly entrenched, through friendship and long habit, in the lives of the 300,000 television families in this 67-county area. Throughout the "outside" area, WMBR-TV is the eleven-to-one favorite over its competition. Within the Jacksonville metropolitan area, the latest ARB gives WMBR-TV a five-to-one lead.*

WMBR-TV — *Channel 4, Jacksonville · Operated by The Washington Post Broadcast Division... Represented by CBS Television Spot Sales*

*NCS, updated to 8-1-57.

INTERURBIA . . . "a complex of cities, towns, suburbias which have grown together . . . " is startlingly illustrated in the solidly packed strip from Santa Barbara through Los Angeles and San Bernardino-Riverside to San Diego.

NCS #2 CONFIRMS individual city ratings . . . only 3 radio stations are popular and powerful enough to deliver complete this multi-million super-market.

OF THIS TOP TRIO, KBIG is

- the only independent
- the least expensive
- LOWEST in cost-per-thousand by one yardstick
- SECOND by the other.

Any KBIG or Weed man would like to show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Orville Wayne Rollins

THE world of broadcasting added, unknowingly, one of its most energetic enterprisers and one of its most individualistic innovators in radio market specialization when O. Wayne Rollins was hospitalized in 1948 with a ruptured vertebral disc.

The man who today is president of Rollins Broadcasting Inc. (seven radio stations and one tv) was sentenced by the doctor to "a life of less strenuous work." For a man who ran his own construction and realty business and had been brought up working on his father's farm, this was a dismal outlook indeed.

During his long convalescence, Wayne Rollins' curiosity, if not his energy, turned to the companion of his bedside, radio; from there, his inquiring mind sorted over the things he didn't know about radio stations, and their operation. Then came an intensive and avid reading of trade magazines and research reports in the broadcasting field. By the time he got out of the hospital, he was following up his book-knowledge with visits to radio stations, where he looked and listened and asked questions, and, to himself, compared one operation with another. By 1950 he was ready, and with his younger brother, John, a former lieutenant governor of Delaware, he entered the radio broadcasting business.

From the start, every Rollins station has carried the singular stamp of this latecomer among multi-outlet operators: programs for a specialized audience.

As an example of his company's "concerted emphasis in market specialization," Mr. Rollins cites his WGEE Indianapolis, which is, he says, "designed to serve a combined white and Negro audience in an agricultural setting [and] is the first Indianapolis station to offer specialized program segments to this vast Negro audience." And a clue to the Rollins technique: "But for the meticulous market research that goes into the planning of each Rollins station, painstaking surveys that take months to complete, Indianapolis might still be without Negro programming."

The Rollins spread began in 1950, when the new company built WRAD Radford, Va., largely to "meet the requirements" of the students and faculties of Radford State Teachers College and Virginia Polytechnic Institute. A year later WFAI Fayetteville, N. C., began programming to the people of that city and to nearby Fort Bragg, which, in the words of Rollins' publicity department, had "more men between the impressionable ages of 19 and 21 than in the city of Philadelphia." These two stations, since sold, were the first two of nine radio outlets to undergo the Rollins touch.

IN 1952, the company, in with both feet, built two more stations for special audiences. WJWL Georgetown, Del., wooed in its area a "large and prosperous farm population," while WRAP Norfolk, Va., became Rollins' first all-Negro station.

In November 1953, Rollins acquired WNJR Newark, N. J., and engaged "nationally-recognized personalities" to form the nucleus of the station, which is beamed to America's largest Negro market—New York City.

In 1954, the company bought WAMS Wilmington, Del., one of three network-affiliated stations in the community, and converted it to a full-time independent, offering personalities in music, news and sports.

After Rollins had built WBEE Harvey, Ill. (Chicago suburb), in 1955, the company's research found a "critical need for specialized programming to service an immense Negro audience" which had concentrated in the Chicago area. Rollins met this "need" by expanding programming and by acquiring the services of Mahalia Jackson, Columbia Records star, who "augmented an array of other well-known Negro talent." In June 1955, Rollins added KATZ St. Louis.

Orville Wayne Rollins was born May 5, 1912, at Ringold, Ga. After attending the U. of Chattanooga, where he studied chemical engineering, the first (non-broadcast) phase of his business career included work as a dye supervisor in a Tennessee textile mill and five years as a supervisor in the manufacture of TNT at the Hercules Powder Co. plant at Chattanooga.

From Rollins Broadcasting Inc. headquarters in Wilmington, its president oversees a number of other activities, including two farms in Delaware, a ranch in Georgia, a 14,000-acre ranch and extensive real estate holdings in Florida, and with his brother, John, an automobile dealership business and a nationwide leasing firm. He logs 70,000 miles a year, using commercial airlines and two private planes.

Mr. Rollins is vice president of Delaware Broadcasters Assn. He married the former Grace Crum in 1931. They are parents of Randall, 24, and Gary, 13.

Last year Mr. Rollins, with few fields left to conquer in radio, extended his market specialization methods into television. Rollins Broadcasting acquired its first tv station, WPTZ (TV) Plattsburgh, N. Y., "with an eye on the 1½ million population of Montreal, an expanded air base and the St. Lawrence Seaway Project."

WKMH

AIMS STRAIGHT AT THE HEART OF A TEN BILLION DOLLAR MARKET

With a magic programming formula of news, music and sports EXCLUSIVELY, WKMH aims straight at Detroit—the very heart of the mighty Michigan market! For a Bulls-Eye every time, load WKMH with YOUR sales message. According to PULSE* it's the most effective listener-landing weapon in Detroit!

Greatest share of audience— 12 to 12!
Lowest cost per thousand—at ALL hours!

SAVE UP TO 15%
BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations.....**SAVE 15%**
Buy Any 3 Stations.....**SAVE 10%**
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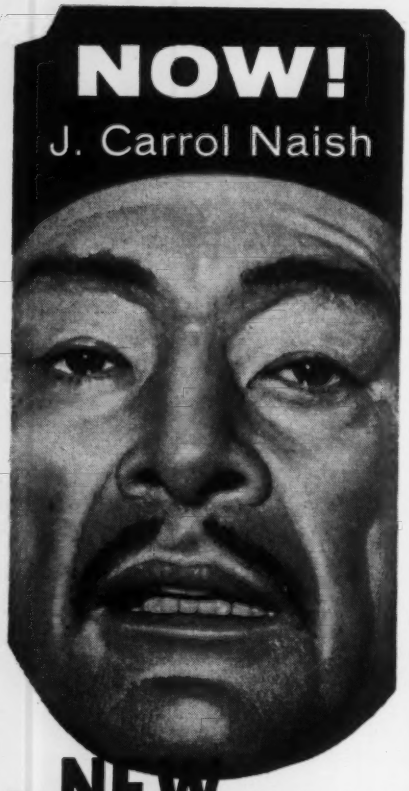


The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

AS OTHERS SEE US

VIEWERS were presented a sobering picture of the problems besetting international public relations in this collection of "man-in-the-street" interviews about America, gathered in eight foreign countries by NBC-TV reporter-cameraman team Joe Michaels and Sy Avnet. Samples: A Briton disliked the idea of his country taking a back seat to the U. S. in world affairs; a Frenchman was grateful for American aid to his country but noted that few Frenchmen would care to admit this; some Germans hit at the U. S. "lack of culture" but admitted to reading Hemingway and listening to jazz; some Indians thought U. S. atomic tests might be causing the Asian flu, and also criticized this country's military aid to Pakistan; a Japanese reiterated the old demand that American troops leave his homeland.

Mr. Michaels, who originally went on his world-wide interview assignment for the *Today* show, appeared between film shots to deliver background commentary.

Production costs: Nominal.
Telecast sustaining on NBC-TV, Sun., Aug. 4, 5:30-6:00 p.m. EDT.
Producer: Larry Picard.
Director: Robert Priaulx.

AMERICAN BANDSTAND

ALTHOUGH an ABC-TV news release indicates its new daytime program, *American Bandstand,* appeals to both teen-agers and adults, this post-teen-age reviewer has definite reservations. It is conceivable the younger set finds the predominantly rock 'n' roll selections "real cool" but most adults are likely to consider themselves a "lost generation" of viewers.

The program has been carried several years on the network's Philadelphia affiliate, WFIL-TV, and began its network exposure last Monday. Its format includes dancing by teen-agers in the studios of originating station WFIL-TV (music recorded) and interviews by m.c. Dick Clark with teen-agers and guest personalities. Mr. Clark is a personable, self-assured performer and blends in well with the youngsters, who undoubtedly consider him a hep oldster. On the initial show, guest performers were Billy Williams and The Chordettes. Even their selections were aimed at the teen-age audience, though Mr. Williams sang an old-time song which is enjoying a current revival, "I'm Gonna Sit Right Down and Write Myself a Letter." At appropriate pauses, Mr. Williams interjected a comment ("oh, yeah"), which apparently is his trademark, and the visiting youngsters were "all shook up."

It is not likely many housewives (unless they're hep to "crazy," "oh, yeah," "I'm with you," and "ah, too much") will tune in these summer afternoons.

Production costs: $10,000 weekly.
Telecast on local co-op and participation basis on ABC-TV, Mon.-Fri., 3-4:30 p.m. EDT
Format: Live and recorded music, guests, studio dancing
Host: Dick Clark
Producer: Tony Mammarella
Director: Edward J. Yates

VACATION CRUISE

CBS Radio has improved on movie producer Mike Todd by launching a *Vacation Cruise* to go "around the world in 20 (not 80) days." The series replaces Pat Buttram's *Just Entertainment* for four weeks (20 broadcasting days) and includes various ports of call.

In last Tuesday's program, Comdr. Jim Conway (U. S. Naval Reserve and CBS Chicago staffman) emceed the cruiser into Rio de Janeiro for songs by Len Dresslar, Connie Mitchell and the King's Jesters. Succeeding musical journeys will take listeners to Ireland, England and other countries.

Production costs: About $3,000.
Sponsored by William Wrigley Jr. Co. (Juicy Fruit gum), through Ruthrauff & Ryan Inc., on CBS Radio, Mon.-Fri., 1:45-2 p.m. (CDT).
Produced and directed by: Howard (Pat) Weaver.
Co-director and writer: Art Thorsen.

COLORCASTING

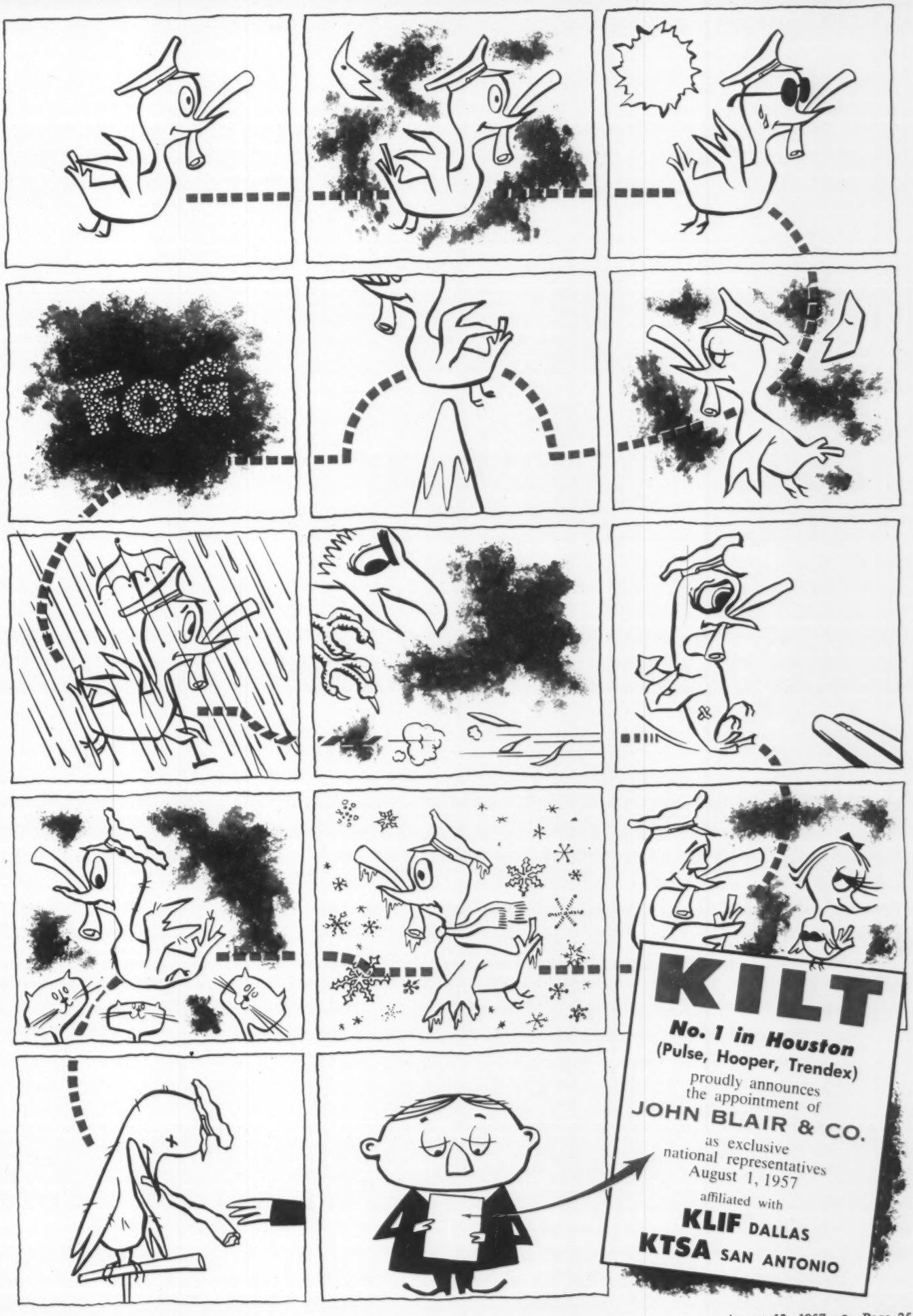
The Next 10 Days
Of Network Color Shows
(All Times EDT)

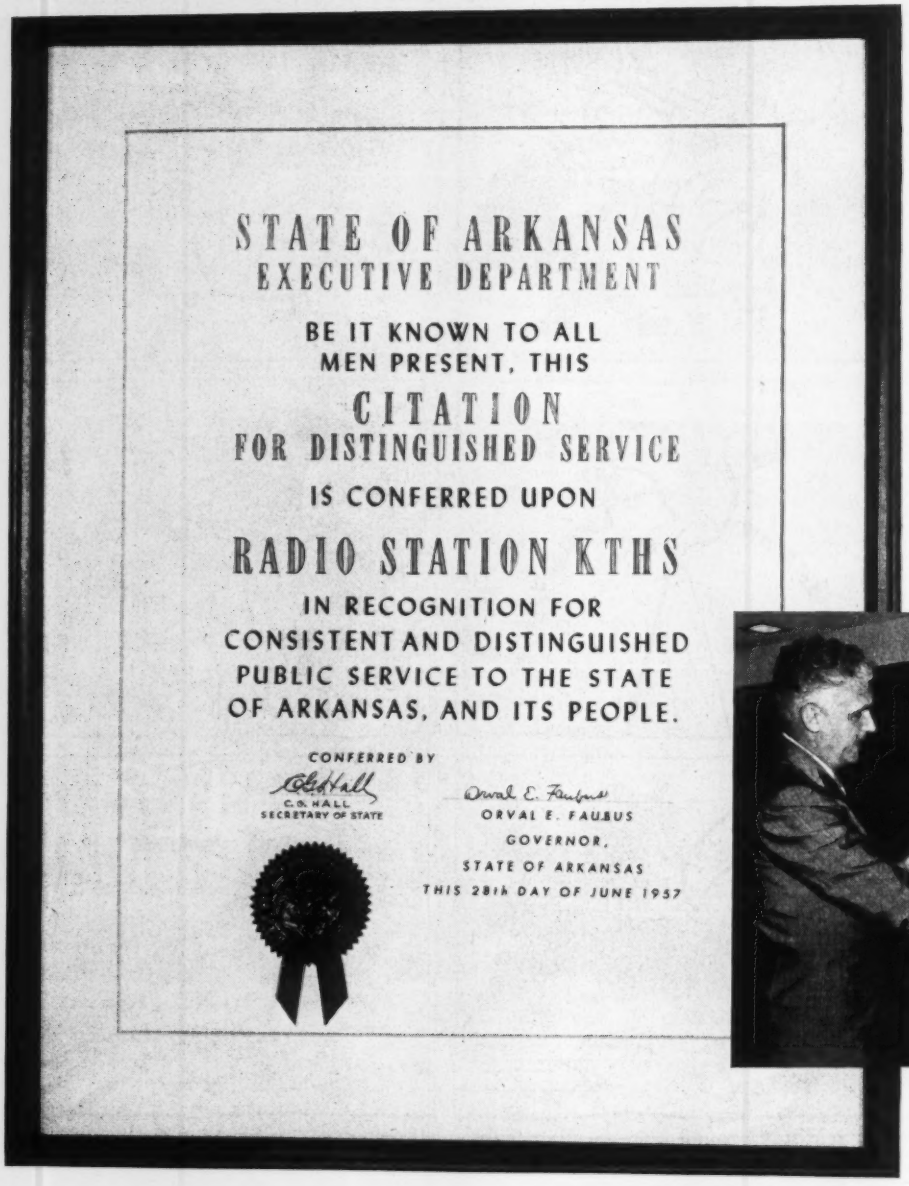
CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

August 12-16, 19-21 (1:30-2:30 p.m.) *Club 60,* participating sponsors.
August 12-15, 19-21 (3-4 p.m.) *Matinee Theatre,* participating sponsors.
August 12, 19 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.
August 14, 21 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.
August 15 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.
August 17 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.
August 18 (4:30-5 p.m.) *Zoo Parade,* sustaining.
August 18 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.


FOG
KILT
No. 1 in Houston
(Pulse, Hooper, Trendex)
proudly announces
the appointment of
JOHN BLAIR & CO.
as exclusive
national representatives
August 1, 1957
affiliated with
KLIF DALLAS
KTSA SAN ANTONIO



Arnold Sykes, (left), Executive Assistant to Arkansas' Governor Faubus presents Citation to B. G. Robertson, General Manager of KTHS.

STATE OF ARKANSAS AGAIN MAKES AWARD TO KTHS!

In April 1954, Governor Francis Cherry awarded to KTHS the first "distinguished service" citation ever bestowed on any advertising medium by the Governor of Arkansas . . .

On June 28 of this year, another Arkansas Governor — Hon. Orval E. Faubus — gave KTHS the *second* award ever conferred for "Distinguished Public Service."

Backbone of KTHS's public service programming is the highly unusual weekly show, *"Can You Use Me?"* — a job-placement service produced in cooperation with the Employment Security Division of the State of Arkansas. Since its inception in 1953, job placements from this program have averaged a whopping 72%!

In 1956, KTHS also aired more than 500 hours of public service programming (not including news) — *plus* more than 13,000 public service announcements — more than $187,000 in time costs alone!

Outstanding Public Service . . . 50-KW signal . . . and topnotch local and CBS programs all combine to make KTHS Arkansas' greatest advertising value.

KTHS **50,000 Watts**
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Henry I. Christal Co., Inc.
Under Same Management as KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING
TELECASTING

Vol. 53, No. 7 AUGUST 12, 1957

MILITARY TIPS HAND ON CHS. 2-6

- **ODM's Gray cites 'critical' needs in reply to Magnuson inquiry**
- **Sen. Potter, Rep. Bray rebut arguments against probe measures**

DEFINITE evidence that the military is casting covetous eyes toward tv chs. 2 through 6 and plans to put in a bid for them—if it has not done so already—was contained in a letter from Office of Defense Mobilization Director Gordon Gray to Sen. Warren Magnuson (D-Wash.), released last week.

This interpretation was made by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.), both of whom accused ODM of placing itself above Congress and the public. Messrs. Potter and Bray are authors of identical bills calling for a three-man commission, independent of all government connections, to be established to investigate present utilization of the spectrum [B•T, June 24].

The two lawmakers took special note of one passage of the letter, which stated: "The Department of Defense has indicated that [so] much technological progress has been made, which finds wide application in defense planning, that the military services find it difficult to meet requirements with the limited spectrum space available, and that this situation will become more critical as new technology now under development reaches the operational stage."

This immediately raises the question as to whether or not the "new technology" (such as supersonic aircraft, radar networks, guided missiles, earth satellites, etc.) has not, in fact, already been developed to the point where such space presently is being sought by the military.

The ODM statement, Sen. Potter pointed out, is positive proof of the military's plans to seek more room in the spectrum. Rep. Bray's pointed comment: "While military vehemently denies it has such plans [to secure chs. 2-6], all its actions point the other way."

It is the lower portion of the vhf band (2-6) which recurring reports have insisted is most attractive to the military.

Mr. Gray's letter was in answer to a June request by Sen. Magnuson for ODM's comments on Sen. Potter's bill. Mr. Gray listed several reasons why such a study as called for by the bills should not be conducted. Queried on the validity of these objections, Sen. Potter said: "Each one is as phony as a $3 bill." ODM objections were, in essence:

- The objectives of such a study are "being adequately met under present law."
- It "would necessarily duplicate the continuing studies of the Executive Branch on the government use of radio frequencies."
- The study would be too big and too complicated.
- It would require the use of an "extensive radio monitoring system" which the U. S. does not possess.
- Such a study would duplicate one already completed with the assistance of the FCC. [Mr. Gray evidently was referring to a study completed in April 1956 which concluded that the military could not release any of its presently allocated space for commercial use and that, in fact, more space may be needed in the future (B•T, April 16, 1956). This study was undertaken at the request of George C. McConnaughey, then chairman of the FCC, and was completed by Mr. McConnaughey, Maj. Gen. Jerry V. Matejka, USA (ret.), George T. Moore of the Commerce Dept. and George T. Larkin of the Defense Dept.]
- Present spectrum use by the government is necessary "to insure the conduct of essential government programs."
- Passage of the bill would be "unfortunate and unnecessary."
- "If the intent is to find out whether the federal government could release frequencies which might be useful for vhf television, the recently completed study referred to above led to the conclusion, which the FCC accepted, that national security requirements and the needs of far-flung air navigation and air communications of the U. S. . . . preclude the release of spectrum space now used by the federal government."

In answer to ODM, Sen. Potter reiterated his conviction that the government is "wasting" much of its presently allocated space, and, at the same time wants more. "We still do not know how the government is using its space," he said.

He strongly attacked the previous study referred to by Mr. Gray as one conducted

ODM CHIEF GRAY

CAT OUT OF BAG

"THE cat is now out of the bag" was the reaction of Rep. Bray and Sen. Potter (right) to the letter written by ODM Director Gray to Sen. Magnuson opposing a proposed three-man commission to determine how efficiently the radio spectrum is being used. The letter, Messrs. Bray and Potter (who introduced the legislation in question) stated, confirms earlier reports—all strongly denied—that the military has plans for its own use of chs. 2 through 6, currently assigned for the use of educational and commercial tv.

REP. BRAY SEN. POTTER

by the military, as not being broad enough and as leaving the public with no recourse. The Michigan Republican stressed the fact that the "thorough and comprehensive study" proposed in his and Rep. Bray's bills would be made by three experts completely divorced from the government and commercial broadcasting.

The 1956 study could be used as a base to begin from, Sen. Potter felt, and there would be no duplication of efforts. He questioned whether or not his proposal would go into areas requiring such a radio monitor as claimed by the ODM director. If so, he said, "one should be acquired."

Sen. Potter again stressed that "no one wants to endanger national security but consideration must be given to civilian needs." Under the present system, he said, the "public is given no recourse."

Rep. Bray was even more outspoken in his criticism of Mr. Gray's stand. It is "unreasonable and bureaucratic to the extreme in that they [military arms] put themselves above a review by Congress," he stated. "Apparently they do not want Congress and the public to know of their plans [to demand the lower vhf channels] until they spring them. If the request for more space is justifiable, they would want the public informed."

He, too, stressed the fact that the study held so highly in Mr. Gray's letter was conducted by the military and said he believed the only way to get an unbiased report is to set up a non-governmental commission such as he and Sen. Potter have proposed. "Each of the ODM objections are reasons why such a study should be conducted," he charged.

"If I were satisfied that the military did not want more spectrum space, I would not be taking this stand," Rep. Bray stated in making it clear he is convinced the military's plans are just the opposite.

Citing the nearness of the adjournment of Congress, both Rep. Bray and Sen. Potter said they plan to push for passage of their respective bills when Congress reconvenes next January. Rep. Bray plans activity during the interim in the form of letters to all tv stations operating on the endangered channels. He said that he would warn these stations of the common danger and urge their owners to write their respective congressmen urging action on the Potter and Bray bills.

Sen. Potter has a powerful ally in Sen. John O. Pastore (D-R. I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, who favors the measure. Sen. Potter is a member of this committee while Rep. Bray is a member of the House Armed Services Committee, which

NETWORK TV TIMETABLE TAKES SHAPE

Nighttime bill alone, sans specials, will be minimum $5 million weekly

ADVERTISERS will put an average of close to $5 million a week into nighttime network television programming in the season that begins to unfold next month, a B•T roundup showed last week.

This estimate, compiled from the most authoritative sources available (see charts pages 30-31 for estimates on individual programs), is virtually identical with results of a preliminary study made by B•T more than three months ago when the 1957-58 selling season was getting underway [B•T, April 29].

Representing only those programs regularly scheduled between 7:30 p.m. and 10:30 or 11 p.m., the estimate does not include many other millions in network time charges and does not take into account literally scores of special productions planned for evening presentation throughout the season, which will boost the nighttime production outlay by additional millions over the course of the 1957-58 year. Nor does it include expenditures for daytime programming and time.

The networks approach this high-budgeted season with better-than-ever positions in daytime sales and, at night, some spots yet to be filled but confidence that they will find buyers.

ABC-TV, which had the greatest distance to come, has made the greatest progress in terms of sponsored hours—compared to last year—but still has further to go than either of its rivals to reach nighttime sellout.

Officials of all three networks claimed to be "close" to sales that would cut the availabilities even further—and in some cases reported that additional sales already had been made but could not be divulged yet under agreements with the advertisers.

Although all three networks had some blank spots in their nighttime advertiser ranks, the special productions—those over and above the week-in and week-out staples—were reported as very near to sold-out status.

NBC-TV, which has scheduled at least 100 specials—including *Omnibus* and *Wide, Wide World*, but with others ranging over virtually all types of programming—reported that out of a total of 117 hours of these special programs, 101—all but 16—had been sold. Those remaining to be sold include NBC Opera presentations, one-third of *Omnibus*, and the Emmy Awards broadcast.

CBS-TV, with 20 special programs definitely set, reported it has sponsors for all 20—ten 90-minute *Show of the Month* presentations by DuPont, starting on Sept. 29, and five hour-long Desilu productions to be sponsored by Ford, and five hour-long Lowell Thomas specials by Delco. Generally speaking, ABC-TV is not going into specials this season.

The daytime sales picture shaped up thus: NBC-TV authorities, who said their daytime programming was approximately 35% sold at the start of the 1956-57 season, estimated it's 75% sold this year and will reach at least 80-85% by the time the season opens. CBS-TV expected to be 85% sold out. ABC-TV, which programmed comparatively little during the daytime last year, was described as "definitely better off" this fall although percentage figures were not immediately available.

In terms of specific nighttime periods yet to be sold, data furnished by the networks showed this situation:

• CBS-TV—alternate week of *Harbourmaster* (Thursdays, 8-8:30 p.m.); alternate week of *Leave It to Beaver* (Fridays, 7:30-8 p.m.); alternate week half-hour of *Perry Mason* (Saturdays, 7:30-8 p.m.), and all of a half-hour program yet to be announced for Tuesdays at 10:30-11 p.m. The three partially sold programs start Sept. 26, Oct. 4 and Sept. 21, respectively.

• NBC-TV—alternate week of *Restless Gun* (Mondays, 8-8:30 p.m.); alternate-week half-hour of *Suspicion* (Mondays, 10-11 p.m.); alternate week of *The Californians* (Tuesdays, 10-10:30 p.m.); alternate week of *Tic Tac Dough* (Thursdays, 7:30-8 p.m.); alternate week of *Life of Riley* (Fridays, 8:30-9 p.m.), and all of *Panic* (Tuesdays, 7:30-8 p.m.) and *Wagon Train* (Wednesdays, 7:30-8:30 p.m.). The partially sold shows are set to start Sept. 23, Sept. 30, Sept. 24, Sept. 12 and Sept. 13, respectively. *Panic* is scheduled to start Sept. 10 and *Wagon Train* on Sept. 11. There have been recurrent reports that sale of *Tic Tac Dough* and *Life of Riley* had been completed, but these have not been confirmed officially.

• ABC-TV—half-hour of *Sugarfoot* (alternate Tuesdays, 7:30-8:30 p.m.); alternate week of *Jim Bowie* (Fridays, 8-8:30); alternate week of *Colt .45* (Fridays, 10-10:30), and all of Mondays at 7:30-8, Tuesdays at 10-10:30, Saturdays at 7:30-9 p.m. and 10-10:30 p.m., and all of Sundays at 8:30-10 p.m. Programs for these wholly unsold periods were not set. Of the partially sold programs, *Jim Bowie* is on the air now and *Sugarfoot* is set to start Sept. 17 and *Colt .45* Oct. 18.

Production costs generally were estimated to be at least 10% higher this year than last, in large measure because of stepped-up bidding—and consequent higher prices—for top-name talent.

Evening viewers will see a vast number of new shows, especially on NBC-TV and ABC-TV. CBS-TV, more than the others, is going along with its 1956-57 lineup, although it, too, has about 10 new entries for the new season.

NBC-TV estimates approximately 55% of its regular evening schedule will consist of new programming [B•T, Aug. 5]. ABC-

he points out, has given him "some familiarity with the military use of radio frequencies."

Many industry and congressional observers believe that the users of ch. 2 are in the most immediate danger of military "encroachment" upon their space. This channel lends itself most favorably to forward scatter propagation and the military reportedly already is conducting experiments within this band outside the continental U. S.

However, despite repeated denials by the military of any plan to seek additional spectrum space, chs. 3, 4, 5 and 6 appear to be in definite jeopardy, also. As Sen. Potter and Rep. Bray point out, the ODM tipped its hand in the letter to Sen. Magnuson in light of the advanced stage of new "technical developments."

The question of possible military demands for increased spectrum allocations—as well as possible commercial use of some of the space the government now occupies—has long been a pressing one for broadcasters. Late last March, it was reliably reported that the military had plans for chs. 2-6 [B•T, April 1]. Despite many indications that this was true, it was strongly denied by all parties concerned.

And, in April at the NARTB convention, Mr. McConnaughey answered with a blunt "No" when asked if the military was seeking additional space [B•T, April 15]. He amplified this to add that officially nothing on this subject had come to his attention. However, on several occasions during the previous months while testifying before congressional committees, Mr. McConnaughey and other commissioners took note of "demands" on the spectrum space from the military and other non-broadcast users.

The Communications Act set up a split jurisdiction in the allocation of frequency space. The FCC handles assignments for non-government users. The President (who is advised on the matter by the ODM) has full authority to assign spectrum space to the government for any service considered necessary for national security. There is no requirement for government services to justify their demands, nor are they required to show how their assigned space is utilized.

This last fact is one of the main issues raised by Messrs. Potter and Bray, who would like an accounting by the military, at least to the Commission, they are advocating. Sen. Potter earlier had called the need for such facts "urgent and compelling," saying that he has been "frustrated" for over a year in trying to find out if the government uses its space efficiently and has repeatedly hit a "stonewall."

TV offered no statistical breakdown, but a glance at its roster shows such newcomers as Frank Sinatra, Pat Boone, Guy Mitchell, *Maverick*, Walter Winchell, *The Real McCoys*, *Zorro*, Patrice Munsel—to name some.

NBC-TV has 21 new nighttime shows, totaling 12½ hours and ranging from the hour-long *Chevy Show* (with Dinah Shore and others) to the new Eddie Fisher and George Gobel combination, the *Suspicion* melodrama produced by Alfred Hitchcock, *Thin Man* and *Manhunt* mysteries, evening versions of *The Price Is Right* and *Tic Tac Dough* panel and audience participation quiz shows, *Sally* and other situation comedies, and such westerns as "Restless Gun."

New additions to the CBS-TV lineup from between 7:30 and 11 include the 60-minute *Big Record* musical extravaganza, *Perry Mason*, an hour-long mystery, *Have Gun, Will Travel; Dick and the Duchess, The Eve Arden Show, Harbourmaster, Leave It to Beaver, Trackdown, Danny Thomas Show*, and, if repeats of the *I Love Lucy* perennial can be counted as new, then *Lucy* re-runs.

Although westerns have been generally accorded rights to the title of "trend of the year," examination of the schedules shows several fast rising categories. Westerns are there in good share, but musical programs are on the rise, too, as are mysteries and situation comedies. Overall, live straight dramatic shows and programs featuring stand-up comics seem fewer.

ABC-TV can claim credit for the most western offerings with *Maverick, Cheyenne, Sugarfoot, Wyatt Earp, Broken Arrow, Tombstone Territory, Jim Bowie, and Colt .45* adding up to 4½ hours in the saddle every week.

NBC-TV has *Restless Gun* and *Tales of Wells Fargo* back to back for an hour on Monday nights, but feel its new *Californians* and *Wagon Train* should not be lumped arbitrarily into the western category. Officials point out that, strictly speaking, *Wagon Train*, which will occupy a full hour on Wednesday nights, is a series of dramatic stories which happen to have western settings, and that *The Californians*, a half-hour Tuesday night entry, is really an historical recounting of the early days of California.

The NBC schedule promises a considerable rise in volume of suspense-adventure shows, with *Suspicion, Panic, Meet McGraw, Alcoa-Goodyear Anthology, Dragnet, Saber of London, Thin Man*, and *Manhunt* falling into that category.

NBC-TV will also have more musical-variety shows this year than last, with the *Chevy Show* joining Steve Allen to form two hours back-to-back, the hour-long Gobel and Fisher programs on alternate weeks, Rosemary Clooney, Gisele MacKenzie, Tennessee Ernie Ford, probably Dean Martin with perhaps Polly Bergen, *Hit Parade*, and, of course, the Perry Como hour.

One reason NBC-TV appears to be adding more shows of most types, with no substantial cutback in any, is that this year the network is opening up the 7:30-8 p.m. strip—which in the past has been devoted to news and music.

ABC-TV's new schedule leans heavily to music (Sinatra, Mitchell, Boone, Munsel, two hour-long Lawrence Welk shows, *Voice of Firestone*) as well as to westerns.

Other dominant categories on ABC-TV appear to be drama—with such entries as *Walter Winchell File, Navy Log, OSS, Telephone Time* and *Zorro*—and comedy with *The Real McCoys, Date with the Angels* and *Ozzie and Harriet*, among others.

CBS-TV has four programs that may be classified as westerns (*Gunsmoke, Zane Grey Theatre*, and newcomers *Trackdown* and *Have Gun, Will Travel*). In music-variety, the hour-long *Big Record* will join such veterans as Sullivan, Benny, Godfrey, *Shower of Stars* and the more recent *Jimmy Dean Show*. Two new mysteries, *Perry Mason* and *Dick and the Duchess*, are added to the established *Lineup* and *Alfred Hitchcock Presents*. *Harbourmaster* is the principal new entry in the drama field, which also

[FALL NIGHTTIME SCHEDULE APPEARS ON PAGES 30 AND 31, STORY CONTINUES ON PAGE 32.]

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week July 28-Aug. 3. This is how they spent their time: *

57.7%	(71,034,000)	spent 1,275.9 million hours	WATCHING TELEVISION
58.8%	(72,365,000)	spent 1,127.9 million hours	LISTENING TO RADIO
81.4%	(100,212,000)	spent 385.8 million hours	READING NEWSPAPERS
29.5%	(36,317,000)	spent 162.6 million hours	READING MAGAZINES
23.8%	(29,300,000)	spent 351.7 million hours	WATCHING MOVIES ON TV
44.3%	(54,581,000)	spent 231.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

HOW NETWORK TV LOOKS FROM HERE

WHAT the television networks' 1957-58 nighttime schedule will offer, what it will cost in terms of production, how well it has sold and what selling still remains to be done are all reflected in the accompanying tables. Periods partially or wholly unsold to date carry the notation "available." Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by B•T on the basis of the best information available from a number of sources. Program times are expressed in terms of current New York time as of the date of broadcast.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* ($80,500) Kaiser (Y&R)	*Jack Benny* ($65,000) alt. *Bachelor Father* ($45,000) American Tobacco (BBDO)	*Sally* ($35-40,000) Chemstrand (DDB) Royal McBee (Y&R)
8:00		*Ed Sullivan Show* ($75,000) Mercury (K&E) Eastman Kodak (JWT)	*Steve Allen Show* ($75,000) Pharmacraft (JWT) Greyhound (Grey) S. C. Johnson (Needham, Louis & Brorby)
8:30	TBA available		
9:00	TBA available	*General Electric Theatre* ($85,000) General Electric (BBDO)	*Chevy Show* ($100,000) Chevrolet (Campbell-Ewald)
9:30	TBA available	*Alfred Hitchcock Presents* ($50,000) Bristol-Myers (Y&R)	
10:00	*Mike Wallace* ($15-20,000) Philip Morris (N. W. Ayer)	$64,000 Challenge ($35,000) P. Lorillard (Y&R) Revlon (BBDO)	*Loretta Young Show* ($45,000) Procter & Gamble (Benton & Bowles)
10:30		*What's My Line?* ($25,000) Helene Curtis (Ludgin) Remington Rand (Y&R)	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Disneyland* ($80,000) Derby Foods (M-E) Reynolds Metals (Buchanan) General Foods (Y&R) General Mills (Tatham-Laird)	*I Love Lucy* (re-runs) ($25,000) Gold Seal Glass Wax (Campbell-Mithun) W. A. Sheaffer (Seeds)	*Wagon Train* ($75-80,000) available
8:00		*The Big Record* ($75,000) Pillsbury (Burnett) Kellogg (Burnett) Armour (FC&B) Oldsmobile (Brother)	
8:30	*Tombstone Territory* ($40,000) Bristol-Myers (Y&R)		*Father Knows Best* ($40,000) Scott Paper (JWT)
9:00	*Ozzie & Harriet* ($35,000) Eastman Kodak (JWT)	*The Millionaire* ($30,000) Colgate-Palmolive (Bates)	*Kraft Television Theatre* ($42,000) Kraft (JWT)
9:30	*Walter Winchell* ($50-60,000) Revlon (BBDO)	*I've Got A Secret* ($25,000) Reynolds Tobacco (Esty)	
10:00	*Wednesday Night Fights* ($43,000) Miles Labs (Wade) Mennen (M-E)	*U. S. Steel Hour* ($60,000) U. S. Steel (BBDO) alt. *Armstrong Circle Theatre* ($60,000) Armstrong Cork (BBDO)	*This Is Your Life* ($25,000) Procter & Gamble (Compton)
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Circus Boy* ($45,000) Mars (Knox-Reeves) Kellogg (Burnett)	*Sgt. Preston of Yukon* ($35,000) Quaker Oats (Wherry, Baker & Tilden)	*Tic Tac Dough* ($31,000) Warner-Lambert (SSC&B) alt. available
8:00	*Zorro* ($54,000) Seven-Up (JWT) AC Spark Plugs (Brother)	*Harbourmaster* ($43,000) Reynolds Tobacco (Esty) alt. available	*You Bet Your Life* ($30,000) Toni (North) DeSoto (BBDO)
8:30	*Real McCoys* ($47,000) Sylvania (JWT)	*Climax* ($75,000) or *Shower of Stars* ($100,000) Chrysler (M-E)	*Dragnet* ($40,000) Schick (Warwick & Legler) Liggett & Myers (M-E)
9:00	*Pat Boone* ($50,000) Chevrolet (Campbell-Ewald)		*People's Choice* ($40,000) American Home Products (Y&R) Borden (Y&R)
9:30	*OSS* ($36,000) Mennen (M-E)	*Playhouse 90* ($150,000) Bristol-Myers (BBDO) Philip Morris (Burnett) American Gas (Lennen & Newell) All State Insurance (Burnett)	*Tennessee Ernie Ford* ($65,000) Ford (JWT)
10:00	*Navy Log* ($38,000) U. S. Rubber (Richards)		*Rosemary Clooney Show* ($45,000) Lever Bros. (JWT)
10:30			*Jane Wyman Show* ($45,000) Hazel Bishop (Spector) Quaker Oats (N, L & B)

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA available	*Robin Hood* ($30,000) Johnson & Johnson (Y&R) Wildroot (BBDO)	*Price Is Right* ($25,000) Speidel (N, C & K)
8:00	*Guy Mitchell* ($40,000) Max Factor (Anderson-McConnell)	*Burns & Allen* ($40,000) Carnation Milk (Erwin, Wasey) B. F. Goodrich (BBDO)	*Restless Gun* ($42,500) Warner-Lambert (SSC&B) alt. available
8:30	*Bold Journey* ($27,500) Ralston (Guild, Bascom & Bonfigli)	*Talent Scouts* ($30,000) Lipton (Y&R) Toni (North)	*Tales of Wells Fargo* ($35,000) Buick (Kudner) American Tobacco (SSC&B)
9:00	*Voice of Firestone* ($32,500) Firestone (Sweeney & James)	*Danny Thomas* ($55,000) General Foods (Benton & Bowles)	*Twenty-One* ($35,000) Pharmaceuticals Inc. (Kletter)
9:30	*Top Tunes & New Talent* ($50,000) Plymouth-Dodge (Grant)	*December Bride* ($45,000) General Foods (Benton & Bowles)	*Alcoa-Goodyear Anthology* ($50,000) Alcoa (F&S&R) Goodyear (Y&R)
10:00		*Studio One* ($45,000) Westinghouse (M-E)	*Suspicion* ($55,000) Ford (JWT) alt. Philip Morris (N. W. Ayer) alt. half-hour available
10:30			

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* ($80-90,000) General Electric (Y&R) alt. *Sugarfoot* ($80-90,000) American Chicle (Bates) half-hour alt. wk. available	*Name That Tune* ($25,000) American Home Products (Bates) Kellogg (Burnett)	*Panic* ($35,000) available
8:00		*Phil Silvers Show* ($40,000) Procter & Gamble (Burnett) Reynolds Tobacco (Esty)	*Show of George Gobel* ($80,000) RCA Whirlpool (K&E) alt. *Show of Eddie Fisher* ($80,000) Liggett & Myers (M-E)
8:30	*Wyatt Earp* ($40,000) Procter & Gamble (Compton) General Mills (D-F-S)	*Eve Arden Show* ($45,000) Lever Bros. (JWT) Shulton (Wesley)	
9:00	*Broken Arrow* ($38,500) Miles Labs (Wade) Ralston (Gardner)	*To Tell The Truth* ($22,500) Pharmaceuticals Inc. (Kletter)	*Meet McGraw* ($40,000) Procter & Gamble (Benton & Bowles)
9:30	*Telephone Time* ($30,000) AT&T (N. W. Ayer)	*Red Skelton* ($45-50,000) S. C. Johnson (FC&B) Pet Milk (Gardner)	*Bob Cummings Show* ($40,000) Reynolds Tobacco (Esty) Chesebrough-Ponds (M-E)
10:00	TBA available	*$64,000 Question* ($30,000) Revlon (BBDO)	*Californians* ($32,500) Singer (Y&R) alt. available
10:30		TBA available	

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Rin Tin Tin* ($35,000) National Biscuit (K&E)	*Leave It To Beaver* ($40,500) Remington Rand (Compton) alt. available	*Saber of London* ($24,000) Sterling Drug (D-F-S)
8:00	*Jim Bowie* ($32,500) American Chicle (Bates) alt. available	*Trackdown* ($42,500) American Tobacco (BBDO) Socony Mobil (Compton)	*Court of Last Resort* ($35,000) P. Lorillard (Lennen & Newell)
8:30	*Patrice Munsel Show* ($45-50,000) Buick Frigidaire (Kudner)	*Dick Powell's Zane Grey Theatre* ($52,500) General Foods (Benton & Bowles) Ford (JWT)	*Life of Riley* ($40,000) Lever Bros. (BBDO) alt. available
9:00	*Frank Sinatra* ($100,000) Chesterfield (M-E)	*Mr. Adams & Eve* ($42,500) Reynolds Tobacco (Esty) Colgate-Palmolive (Lennen & Newell)	*Manhunt* ($36,500) Hazel Bishop (Spector) American Tobacco (SSC&B)
9:30	*Date With The Angels* ($35,000) Plymouth (Grant)	*Schlitz Playhouse* ($40,000) Schlitz (JWT)	*Thin Man* ($42,000) Colgate-Palmolive (Bates)
10:00	*Colt .45* ($44,000) Campbell (BBDO) alt. available	*The Lineup* ($35,000) Brown & Williamson Tobacco (Bates) Procter & Gamble (Y&R)	*Calvacade of Sports* ($45,000) Gillette (Maxon)
10:30		*Person To Person* ($35-40,000) American Oil (Katz) Hamm Brewing (Campbell-Mithun) Time Inc. (Y&R)	*Red Barber's Corner* ($10,000) State Farm Insurance (Needham, Louis & Brorby)

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA available	*Perry Mason* ($80,000) Purex (Weiss) Libby-Owens Ford (F&S&R) half-hour alt. wk. available	*People Are Funny* ($30,000) Reynolds Tobacco (Esty) Toni (North)
8:00	TBA available	*Dick and The Duchess* ($40,000) Helene Curtis (Best) Mogen David (Weiss)	*Perry Como Show* ($100,000) Kimberly-Clark (FC&B) Noxzema (SSC&B) RCA Whirlpool (K&E) Sunbeam (Perrin-Paus) American Dairy (Campbell Mithun) Knomark (Mogul)
8:30	TBA available		
9:00	*Lawrence Welk* ($50,000) Dodge (Grant)	*Gale Storm Show* ($32,500) Nestle (Bryan Houston) Helene Curtis (Weiss & Geller)	*Dean Martin & Polly Bergen* (tentative) Liggett & Myers (M-E) Max Factor (DDB)
9:30		*Have Gun, Will Travel* ($45,000) Lever (Bates) Whitehall Pharmacal (Winsor)	*Gisele MacKenzie Show* ($60-65,000) Scott Paper (JWT) Schick (Warwick & Legler)
10:00	TBA available	*Gunsmoke* ($35,000) Liggett & Myers (D-F-S) Remington Rand (Y&R)	*What's It For?* ($25,000) Pharmaceuticals Inc. (Kletter)
10:30		*Jimmy Dean Show* ($18,000) Hazel Bishop (Spector)	*Your Hit Parade* ($50-60,000) American Tobacco (BBDO) Toni (North)

includes *GE Theatre, Playhouse 90, Studio One, U.S. Steel Hour* and *Armstrong Circle Theatre,* among others. The panel and quiz category will be represented by about half a dozen programs from the current schedule.

In daytime programming, relatively few major changes are in the works except at ABC-TV, which in the past has offered comparatively little programming in these periods.

NBC-TV is content to go with its current daytime lineup, which it claims has already overtaken CBS-TV in the ratings race. CBS-TV is making a few revisions: *Hotel Cosmopolitan,* as yet unsold, will replace *Valiant Lady* as the 12-12:15 p.m. strip starting Sept. 2; *Beat the Clock* will take over from *Our Miss Brooks* at 2-2:30 p.m. on Sept. 16, and *The Verdict Is Yours* will succeed the *Bob Crosby Show* at 3:30-4 p.m. on Sept. 2. Authorities say both *Clock* and *Verdict* have been partially sold but that by agreement with the advertisers they cannot disclose details yet.

Instead of the hour-long *Mickey Mouse Club* at 5-6 p.m. (local time), ABC-TV is putting "action" programs in at 5-5:30 and a shortened *Mickey Mouse* at 5:30-6 p.m. Between the two, officials report, a total of at least 16 out of 20 possible commercial positions have been sold for this fall, as against 12 out of 20 last fall.

ABC-TV already has substituted the live *American Bandstand* for *Afternoon Film Festival* from 3-4:30 p.m. across the board, and is considering *Do You Trust Your Wife?* for the 4:30-5 p.m. slot.

On Saturdays ABC will program *All Star Golf,* which it says is already three-fourths sold, in the 4-5 p.m. period—time not programmed by the network last year. *Tales of The Texas Rangers* is expected to go into the Saturday 5-5:30 p.m. period under sponsorship of Sweets Co. and *Lone Ranger* is slated for 5:30-6 p.m. with General Mills sponsoring half.

ADVERTISER WILLING, POCKETBOOK WEAK

- **TINTEX WANTS TO CONTINUE IN TV BUT, SO FAR, CAN'T MEET PRICE**
- **IT FIRST SWITCHED ITS BUDGET FROM RADIO, MAY RETURN TO PRINT**

PARK & TILFORD'S Tintex, which on March 4 launched a 13-week radio spot campaign in approximately 250 markets, last week cancelled the daytime campaign after only four weeks. The reason: Tintex has "discovered" the impact of television . . .
——B•T, April 15, 1957

. . . and now it would appear that Park & Tilford Distillers Corp. has discovered tv's impact on the corporate pocketbook.

Though delighted with results of its short-term sponsorship this past spring of NBC-TV's *Masquerade Party,* the P&T Division of Schenley Industries was doing some "second thinking" last week about television, its cost and related problems. Reason: The firm is finding it difficult to obtain for next season a tv show it can afford. Like a customer with a Chevrolet bankroll in a Cadillac showroom, Tintex was wistfully eyeing the fall models and wondering if it couldn't strike some kind of a deal.

The top-echelon quartet directing P&T's Toiletries and Dyes Div.—vice president and general manager Jack H. Mohr, advertising director Fred Q. Swackhamer, general sales manager Carlyle Miller and associate sales manager Wiley Patton—are four of tv's staunchest supporters. They went to P&T earlier this year from Lentheric when Olin Mathieson Chemical Corp. sold Lentheric to Helene Curtis Industries.

Tv's 'Fabulous' Results

While directing Lentheric's advertising-marketing activities, Mr. Mohr and friends made extensive use of tv to bolster sales (via *Chance of a Lifetime, Masquerade Party*). They found sales had jumped "to a fabulous degree" (estimated jump: from $5 million to $10 million within two years). When the foursome joined P&T (whose Tintex business could best be described as static) they decided to apply the same successful formula. Obviously it worked, for shortly after Tintex began sponsoring *Masquerade Party,* sales jumped 17%, P&T reported.

Tintex had been a radio advertiser since the early days of World War II when the nation's newsprint shortage forced it to look to non-print media (the division had advertised heavily in daily papers and Sunday supplements). Just prior to the arrival of the new management team this year, P&T had ordered an extensive radio schedule through its agency, Emil Mogul Co., New York. The spread, on staggered 13-week cycles, called for 740 radio stations in 250 markets (including four networks—three national, one regional) and was to have lasted three months all told. Included were American Broadcasting Network's *When a Girl Marries* and *Whispering Streets;* CBS Radio's *Wendy Warren, Second Mrs. Burton,* and *Our Gal Sunday;* NBC Radio's *Pepper Young, Hilltop House* and *Woman in My House,* and an eight-station MBS

Yankee Network daytime strip plus 15 local women's service shows.

The new management advised the agency to go ahead with this lineup as planned pending re-evaluation. Four weeks after the drive got underway in some of the 250 markets, Mr. Swackhamer cancelled the campaign. Reason: NBC-TV, which had revived *Masquerade Party,* found it had a vacancy after the Beacon Co. (floor waxes) relinquished its alternate-week slot (with Associated Products' 5-Day deodorants). For Tintex, this was a golden opportunity, as the company found it could get an alternate-week sponsorship of a color program in which to sell its No. 1 product—color. Again through Mogul, P&T signed for a total of six weeks, fully sponsoring three programs and sharing cross-plugs the other three weeks. This was the company's first use of television.

It made full use of it to solve one of its basic sales problems. Tintex's new management had found upon arrival that the product's low price structure (25 cents a box) had resulted in many small independent retailers relegating the Tintex boxes to the "back of the store." Furthermore, the company sustained an extra-large sales force that didn't seem to be paying its way. The new management team felt that tv could sell as hard—if not harder—as the most personable salesman. So it trimmed its field staff by approximately 40%.

'Tintex Colorvision'

Coincidentally with the April 17-May 22 sponsorship, Tintex introduced a new inventory control and reorder system along with a compact pre-packed, self-service merchandise rack, both of which were designed to help drug outlets solve their inventory problems. The revolving rack, in deference to the program, was dubbed "Tintex Colorvision" (which if ordered by the retailer would net him an average of 43% profit per rack's contents), and the inventory control was called "Tintex Order Motivators." Packaged as "your great new colorvision deal," Tintex made ample use of *Masquerade Party's* personalities by having them make the colorvision pitch at druggists through direct mail pieces, trade magazine ads and window streamers. Mr. Swackhamer also contacted his streamlined sales force by mail and solicited their reactions after viewing only two programs.

Comments were universally favorable. Sample: ". . . The program was a great lift to all concerned and I am sure we will continue to feel the benefit from it for a long time." "The reaction from dealers and customers . . . has been most encouraging and heartwarming; many managers and independent store owners would come out and say, 'I see you on tv now'." "Just how many new accounts are directly attributable to tv is difficult to determine. . . . However, I believe it's an important factor. Give us more tv." Other salesmen pointed up that some of their accounts who formerly "had been of the opinion that we did not think enough of our product to back it up with a decent ad campaign" now showed "a

FIRST AGAIN in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas

WBRE-TV *Means*

SPORTS COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Northeastern Pennsylvania, once the best spectator sports area in the Keystone State is now fed its favorite sports via WBRE-TV. Channel 28 means "indoor" spectator sports participation to a big percentage of the 2,000,000 population reached by WBRE-TV. The latest set count was 350,000 and WBRE-TV supplies them with the Friday Night Fights, The All-Star Baseball Game, World Series, NCAA Football, Baseball Game Of The Week, Tennis Features, Golf Annuals, Horse Racing . . . . . in fact from the Bowl Games on New Year's Day to the Sports Highlights Of The Year . . . . . WBRE-TV has a full calendar of sports. Want to get in on the best in sports in Northeastern Pennsylvania? Buy WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON

In 1790, French engineer Claude Chappe, developed a successful system of signalling. On his first semaphore Chappe erected clock-like faces on which sets of numbers and letters were placed. This was later modified by substituting a movable crossbar, the angles of which determined the letter. Semaphore telegraphs were established in various parts of France and England. On clear days, the signal posts, eleven miles apart, could be read easily with the aid of a telescope.

WBRE
TV Channel 28
WILKES-BARRE, PA.

marked increase of awareness and respect for Tintex as a product and P&T as a company."

Though Mr. Swackhamer won't divulge in fiscal terms how well the company did with *Masquerade Party*, he did report that over the month-and-a-half period this year, Tintex moved 500,000 more packages than it did for a similar period in 1956. Tintex admits it got a bargain in purchasing the NBC-TV show and this is where the root to its present dilemma lies.

It would like to get back on the panel quiz perennial, but feels it cannot meet prevailing prices. It says it picked up the show for a short run last spring at bargain rates, but declines to pinpoint the price tag. However, it is estimated that P&T paid roughly $40,000 per week for the program, time and talent, but neither agency nor client would comment on this. NBC, though it has not scheduled *Masquerade Party*, for next season (*Wagon Train*, a new 60-minute filmed adult western having been scheduled for Wednesday, 7:30-8:30 p.m.) now is understood to be offering the panel quiz at a regular fall season price tag of approximately $80,000 per week.

The network Thursday said it is not going to make any "deals" with any advertiser and that it has only one possible full vacancy open. This is the Tuesday, 7:30-8 p.m. slot now occupied by *Panic*, vacated by both Liggett & Myers Tobacco Co. and Max Factor Co. and as yet unsponsored.

NBC admitted that it and P&T were still "some distance apart" from reaching agreement, that no alternate sponsor was "standing by," but that if a successful meeting of the minds and pocketbook occurred, "it would be conceivable" that *Masquerade Party* would be slotted with an alternate sponsor.

Tintex had asked NBC for a special discount on the grounds of promoting color tv.

"Let's be realistic about it," Mr. Swackhamer declared last week. "NBC admits that it still has partial sponsorships open for next season. We are hungry for one of these unsponsored periods, would grab it in a minute if the price were more adaptable to our budget. After all, a reduction would not so much be a concession on NBC's part as it would be an investment in the future of color tv. I'm not only sold on tv, but convinced that color tv is our best medium. NBC invests time and equipment—why not advertiser goodwill? We are, so far as I can tell, one of the few advertisers around today whose singular product is color."

Tintex's advertising budget last year came roughly to $450,000, of which $325,000 was spent in radio. Effective next month (as P&T switches from calendar year to fiscal year budgeting in keeping with the established practice of parent Schenley Industries), the Tintex ad budget will be upped 30%. Still undecided: how much P&T will assign its newly-expanded toiletries division, serviced by Grant Adv. It is understood to have allocated $2 million to develop the new line, but only a part of this will cover advertising.

The new toiletries line, to be introduced nationally this autumn as Tilford Toiletries, is only two months old. It includes Winx eye make-up, Staput lipstick (both old P&T items, now repackaged); Stay-Set hair spray and seven fragrances in shampoos, powders, toilet waters and perfumes: Woody Glen, My Desire, High Heels, No. 3, Adventure, Vain and Wild Harvest. According to Mr. Mohr, this line will take the P&T brand name "out of the five-and-dime store and back on quality street" [B•T, April 15].

Tilford Toiletries presents P&T with another problem—also involving tv. It has been shopping for a half-hour program on which to give "the broad brush treatment" to the new line, *e. g.*, sharing it with Tintex. The firm was understood to have been meeting with ABC-TV officials last week and was reported to be in the midst of negotiating an early Sunday evening variety-celebrity series, live from New York. However, there were some details yet to be ironed out concerning both the use of a certain personality and the locating of an alternate sponsor. The show would be in black-and-white.

Should P&T find itself stymied in network buys Tintex will take a determined walk away from broadcasting—and straight into print.

"But we would prefer not to," adds Mr. Swackhamer.

HOT BUYING IN COLD BUSINESS

- **Remedies lining up schedules for winter season**
- **B•T check indicates 10% increase in budgets**

ADVERTISING AGENCIES last week were engaged in their perennial hot weather task of lining up radio and television advertising for "cold remedies" for the winter.

Although precise totals on this year's business versus 1956 are not in, a check by B•T indicates a 10% increase in overall budget. A notable characteristic of this year's advertising pattern is increased use of networks, both radio and tv.

Mentholatum Co. (Mentholatum and Mentholatum Medicated Stick), Buffalo, N. Y., in the past season has been buying network radio-tv. Next season, starting in October, it will sponsor five quarter hours on NBC-TV, including *Comedy Time*, *Bride and Groom*, *Price Is Right* and *Queen for a Day*. The advertiser will use network radio on a stepped-up basis, also beginning with the cold season. J. Walter Thompson Co. is the agency.

Vick Chemical Co., New York, already on CBS-TV and CBS Radio with weekly participations, will expand its coverage to Canada in late September with a 21-week radio spot campaign in 43 markets for VapoRub and 35 markets for cough syrup and drops. In October, Vick is slated to begin a spot radio campaign in more than 40 markets and a spot tv effort in 25 markets for 18 weeks. Morse International is the agency.

Bromo-Quinine (Grove Labs), through Gardner Adv., St. Louis, will spend "slightly less than $1 million," all in radio. An extensive schedule of NBC Radio and local spot buys are on the schedule. Heavy saturation in all markets is planned.

Monticello Drug Co. ("666" cold preparation), Jacksonville, Fla., will touch off a mammoth saturation radio campaign Oct. 7 and continuing through the week of March 17, 1958. The company will use about 156 announcements a week in more than a 100 southern markets, using daytime disc jockey shows. Monticello also is contemplating a radio test this fall in Florida for a new product, Viracel, but plans are indefinite. Charles W. Hoyt Co., New York, handles the account.

Thomas Leeming & Co. (Ben-Gay), New York, will launch an extensive spot radio campaign in 200 markets over a six-month period, starting next month. Less than a year ago Leeming placed its entire advertising budget (about $1 million, covering Ben-Gay as well as Pacquin and Silk 'n' Satin hand preparations) in spot radio. It is estimated that Leeming's budget for the three products next season will be about $2 million. William Esty Co., New York, is agency.

Luden's Inc., Reading, Pa., for its Wild Cherry cough drops and its Fifth Avenue candy bar will sponsor a quarter hour (9:45-10 a.m.) of *Capt. Kangaroo* on CBS-TV effective Oct. 5 for 26 weeks. Agency: J. M. Mathes Inc., New York.

Seeck & Kade (Pertussin), New York, expects to break a radio and television spot announcement campaign this fall through McCann-Erickson, New York. Details, such as starting date and number of markets, are still being decided.

Whitehall Pharmacal Co., subsidiary of American Home Products Corp., New York, is testing spot tv in an undisclosed number of markets for a new cold remedy, Nasal Spray. The product was introduced in newspapers about eight or nine months ago. The advertiser may go national in spot tv by the first of the year. Bryan Houston Inc., New York, is the agency.

Cocilana Div. (Cocilana medicated cough drops), Gold Medal Candy Corp., Brooklyn, will launch its biggest campaign to date, with close to 90% of its budget in air media. Starting in early October, Cocilana will launch a 13-week spot campaign (possibly 26 weeks with renewals) in New York, Philadelphia, Boston, Providence, Buffalo and several other unbought New England and Mid-Atlantic markets. Radio will take the form of newscasts and spot announcements; tv one-minute films. The budget was not disclosed by the agency, Emil Mogul Co., New York.

Block Drug Co., Jersey City, N. J., which bought out Rem products from Maryland Pharmaceutical Co. earlier this year, will kick off a radio-tv spot drive in 20-40 national markets the first week in October for 26 weeks. The budget was unspecified. Plans for Rem Jr., kiddies version of Rem,

are unset, and the agency, Lawrence C. Gumbinner Adv., New York, appears to have no plans for Rel, a nasal jelly.

4-Way cold tablets (Grove Labs), St. Louis, can be expected to increase its spot radio and tv buying during the cold season above the normal annual placement. Cohen & Aleshire, New York, agency for 4-Way, is expected to release details this week or next. Grove's Citroid Compound, handled by Dowd, Redfield & Johnstone, has not solidified its media plans, but its budget reportedly has been increased 25% over last year. Last year Citroid was advertised heavily on television and it is expected the product again will be exposed largely on tv, using weathercasts.

Charles Pfizer & Co., Brooklyn, N. Y., through Dowd, Redfield & Johnstone, is planning a spot radio campaign for Candettes, a lozenge. No budget has been set. Pfizer is primarily (95%) an ethical drug house (selling directly to the trade) and Candettes is one of its very few consumer items.

Chattanooga Medicine Co. (medicinal syrups), Chattanooga, Tenn., will launch an extensive national radio spot campaign to run 12 weeks, starting in September, stop for five weeks and then resume for 20 weeks. Agency: Cohen & Aleshire, New York.

GF Sets $400,000 for Tv To Introduce Instant 'Tang'

GENERAL FOODS Corp., White Plains, N. Y., in keeping with its plans to enlarge its consumer foods line [B•T, July 29], will make considerable use of television to introduce a new instant, orange-flavored breakfast beverage called "Tang."

Manufactured by the Post Div. of GF in Battle Creek, Mich., Tang is an instant-mix powder the company claims "contains more vitamins C and A than the same amount of fresh or frozen orange junce."

GF has appointed Young & Rubicam to service the new product. GF is understood to have allocated more than $400,000 for the tv phase of advertising alone. Starting on or about Oct. 5, Tang will enter nine test markets with a 26-week tv spot announcement campaign, featuring one spot a day for three days a week. The markets are Atlanta, Chattanooga, Macon, Columbus (Ga.), Omaha, Lincoln (Neb.), Indianapolis, Muncie and Terre Haute (Ind.). At the same time, Tang will be introduced nationally by cut-ins on GF's network programs CBS-TV's *December Bride, Zane Grey Theatre* and *The Danny Thomas Show*.

MJ&A Absorbs West Coast Firm

MacMANUS, JOHN & ADAMS Inc., Bloomfield Hills, Mich., has expanded its West Coast office with acquisition of the Ralph Yambert Organization, Los Angeles, effective Sept. 1. Ralph Yambert, founder of the absorbed firm, which bills more than $400,000 annually, becomes a member of the MJ&A executive staff. MJ&A offices at 6399 Wilshire Blvd. will be doubled to accommodate the augmented operation.

$1 MILLION IN SPOT PLANNED BY JERGENS

- **C&W to replace Orr Dec. 1**
- **75 tv markets, 15 with radio**

THE Andrew Jergens Co., Cincinnati, Ohio, is preceding its switch in agencies with a change in media strategy.

This fall an estimated $1 million spot radio-tv campaign will be launched on behalf of Jergens lotion. The firm expects to be in approximately 75 tv markets with an extensive and national campaign in late September. Spots will vary in length (ranging from IDs to minutes) and frequency also will vary, actual market-by-market placement depending on availabilities.

In addition to this tv campaign, a supplementary radio spot campaign will be run in about 15 of the 75 markets on a selected basis.

The Jergens lotion advertising budget on a 12-months basis is estimated to be in excess of $2.5 million. Thus, other than magazines (still the heavy emphasis of Jergens lotion ad campaigns), spot tv will take a substantial amount of the advertising allocation.

The toiletries advertiser last Monday announced the appointment of Cunningham & Walsh, New York, to handle Jergens lotion, Woodbury's facial soap and shampoos and Jergens-Woodbury creams and makeup effective Dec. 1 of this year [BUSINESS BRIEFLY, Aug. 5]. The account is estimated to bill at least $4 million a year.

Jergens had been looking for a new agency since early June. Its current agency is Robert W. Orr & Assoc., New York, now a division of Fuller & Smith & Ross. Orr will handle the spot campaign until C&W takes over in the winter.

As explained by Jergens' officials last week, the company has decided to place its broadcast advertising dollars in spot because it is convinced of the medium's advantages —"chiefly flexibility. We are going in spot and we have no plans other than sticking with it."

Jergens, it was explained, always has wanted to remain in television: "Spot, we now feel, is the most satisfactory. We are not ruling out the possibility of further network participation. In fact, the various networks have contacted us from time to time on sponsorship."

The company has been associated with radio and tv network sponsorship for some time. Jergens for years sponsored *Jergens Journal* featuring Walter Winchell on radio. Early in network tv, Jergens was among the first sponsors to underwrite daytime shows, among them the Kate Smith daytimer.

Its most recent network participation: the *Steve Allen Show* on NBC-TV, Sundays, 8-9 p.m., began in June 1956 and ended in April 1957. Actually, this was a renewal of its participation in the ill-fated *Comedy Hour* that preceded the Steve Allen vehicle in that time period.

In January-December of 1956, Jergens' time charges on NBC-TV at gross rates (one-time and without discounts) came to nearly $1.3 million, according to Publishers Information Bureau records. In the January-April period of this year, Jergens invested (again for time and at gross rates) nearly $500,000 for the *Allen* show.

During its record of network sponsorship, Jergens' use of spot (radio and tv) was light.

Although the upcoming fall campaign ostensibly will run through November 1957, Jergens apparently has geared its media plans to continue indefinitely with spot. By late this fall, Jergens will begin "indoctrinating" Cunningham & Walsh on its products and advertising (marketing) strategy.

Kraft Foods Promotes Green To Director of Marketing

PROMOTION of Chester P. Green from general sales manager to marketing director at Kraft Foods Co., with responsibility for directing all sales and advertising, was announced last week.

Mr. Green's appointment was the third top-level change at Kraft, a substantial network radio-tv buyer, in recent weeks. He succeeds John B. McLaughlin, who resigned as sales and advertising chief to become vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

Other recent departures were Andrew C. Quale, formerly manager of new product advertising, to Campbell-Mithun Inc., Chicago, as account executive, and James E. McClellan, sales promotion chief, who joined *Progressive Grocer* publication. He was replaced by John J. Duffy, previously training manager.

Kraft also announced promotion of four product managers to general sales managers in their respective product areas: C. F. Goetling, for cheese products; H. F. Marston, confections; Kenneth Hart, margarines and salad products, and Robert S. Lochridge, institutional-industrial products.

Gourfain-Loeff Inc. Formed In Chicago Agency Merger

THE merger of R. M. Loeff Inc. with Gourfain-Cobb & Assoc. and creation of Gourfain-Loeff Inc., effective last Aug. 1, was announced by the principals last week.

A. S. Gourfain Jr. becomes chairman and Ralph M. Loeff president of the new Chicago agency, with new offices at 205 W. Wacker Drive. Their respective staffs remain intact.

Gourfain-Cobb was founded by Mr. Gourfain in 1931 with headquarters in the Wrigley Bldg. The agency has specialized in electronic and broadcasting accounts, including Keystone Broadcasting System and Magnecord Div. of Midwestern Instruments Co. (tape recorders). The Loeff agency has handled some radio accounts in the past.

TO GET TO CAMERON

. . . after "Hurricane Audrey" hit,
our newsfilm photographer had to travel 865 miles
by car, jeep, helicopter, "marsh-buggy" boat and foot.

There were many TV newsmen there,
but ours was the *only one* from Shreveport.
Similarly, other news events in and beyond the
Ark-La-Tex are filmed regularly by
just one Shreveport TV station—KSLA-TV.

Two more *full-time* newsmen armed with polaroids,
direct wires to the U. S. Weather Bureau,
leased wires of Associated Press,
national and *international* newsfilm,
round out the KSLA-TV local news and weather concept . . .
a concept that is *reflected* in our *ratings*.

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

QUARTER'S TV SPOT $118.8 MILLION

First half network-spot total $46,158,688 ahead of 1956

SPOT television billings for the second quarter of 1957 climbed to at least $118,870,000, the Television Bureau of Advertising estimates in a report being released today (Monday).

Added to the $124,117,000 spent for network television time during the same period [B•T, Aug. 5], the spot outlay brings to at least $242,987,000 the total investment that national and regional advertisers put into television time—exclusive of talent and production costs—during the April-June period. All figures are gross.

For the first six months, network expenditures, compiled by Publishers Information Bureau, came to approximately $250,657,000 while TvB's spot estimates, which are prepared by N. C. Rorabaugh Co., totaled $235,805,000 for the two quarters. Thus spot and network tv expenditures for the first half of 1957 amounted to at least $486,462,000.

Last year's first half network-spot total was $440,303,312: $234,510,312 for networks, $205,793,000 for spot. That puts 1957, so far, $46,158,688 ahead of 1956.

TvB's estimate for the second quarter was based on reports from 320 stations and compared with $116,935,000 reported by 321 stations in the first quarter [B•T, May 27].

Reports from 279 stations which reported for both the second quarter of 1957 and the second quarter of 1956 indicated a 10% increase in gross dollars during this year's second quarter.

The second-quarter spot report showed 17 advertisers invested $1 million or more during the period, as against 23 during the first quarter. But many of the top 100 spot tv advertisers increased their outlays materially. Procter & Gamble, No. 1 in both quarters, went from $3.727 million in the first to $6.519 million in the second.

Compared to the second quarter of 1956, Continental Baking went from $1.103 million to $2.695 million this year; Lever Bros. from $1.264 million to $2.011 million; Schlitz Brewing from $168,000 to $394,000; Quaker Oats from $148,000 to $377,000; P. Lorillard from $461,000 to $1.311 million, and American Chicle from $301,000 to $1.3 million, among others increasing their spot spending substantially this year.

TvB President Norman E. Cash noted a number of newcomers to the top 100 listed during the second quarter. Among them: Scott Paper, Tidewater Associated Oil, Oakite Products, Bymart-Tintair, Interstate Bakeries, Wilson & Co., and Helene Curtis. The top 100 ranged from P&G's $6.5 million down to $267,300 by Peter Paul Inc. For the first quarter the range was from P&G's $3.7 million to Burgermeister Brewing's $254,300.

WHAT THE TOP 100 SPENT FOR SPOT TV

SECOND QUARTER 1957

1. PROCTER & GAMBLE	$6,518,900	
2. BROWN & WILLIAMSON	3,322,300	
3. CONTINENTAL BAKING	2,695,200	
4. GENERAL FOODS	2,419,400	
5. STERLING DRUG	2,197,300	
6. LEVER BROS.	2,011,200	
7. NATIONAL BISCUIT	1,869,000	
8. COLGATE-PALMOLIVE	1,777,800	
9. CARTER PRODUCTS	1,679,200	
10. MILES LABS.	1,559,700	
11. ROBERT HALL CLOTHES	1,473,300	
12. INTERNATIONAL LATEX	1,383,900	
13. PHILIP MORRIS	1,372,500	
14. P. LORILLARD	1,311,200	
15. AMERICAN CHICLE	1,292,800	
16. KELLOGG	1,104,600	
17. LIGGETT & MYERS	1,044,100	
18. BULOVA WATCH	998,500	
19. COCA-COLA (BOTTLERS)	997,700	
20. CORN PRODUCTS REFINING	878,400	
21. FOOD MANUFACTURERS	855,800	
22. AMERICAN HOME PRODS.	850,000	
23. NEHI (BOTTLERS)	836,700	
24. TEXAS CO.	818,100	
25. ANHEUSER-BUSCH	814,600	
26. CHARLES ANTELL	803,400	
27. MAX FACTOR	797,800	
28. FALSTAFF BREWING	778,700	
29. NESTLE	774,200	
30. SHELL OIL	769,000	
31. BEECH-NUT LIFE SAVERS	749,600	
32. PEPSI COLA (BOTTLERS)	728,900	
33. ADELL CHEMICAL	$700,300	
34. BLOCK DRUG	691,800	
35. J. A. FOLGER	668,900	
36. ESSO STANDARD OIL	647,800	
37. ROBERT CURLEY LDT.	627,000	
38. WARNER-LAMBERT PHAR.	612,400	
39. MINUTE MAID	603,800	
40. SEVEN-UP (BOTTLERS)	553,000	
41. HELAINE SEAGER	540,500	
42. R. J. REYNOLDS	500,300	
43. HAROLD F. RITCHIE	490,400	
44. AMERICAN TOBACCO	481,400	
45. WILLIAM WRIGLEY JR	478,100	
46. PABST BREWING	475,400	
47. UNITED FRUIT	446,700	
48. DU PONT	442,000	
49. FORD MOTOR	441,300	
50. WESSON OIL & SNOW DRIFT	432,500	
51. SOCONY MOBIL OIL	432,400	
52. FRONTIER FOODS	430,500	
53. P. BALLANTINE & SONS	425,000	
54. PROCTOR ELECTRIC	422,200	
55. UNITED VINTNERS	420,900	
56. MARATHON	416,200	
57. BRISTOL-MYERS	409,400	
58. BURGERMEISTER BREWING	406,800	
59. M. J. B.	402,300	
60. U. S. BORAX & CHEM.	400,200	
61. INTERSTATE BAKERIES	395,000	
62. SCHLITZ BREWING	394,000	
63. PIEL BROS.	388,200	
64. CARLING BREWING	382,000	
65. QUAKER OATS	$376,600	
66. DR. PEPPER (BOTTLERS)	374,700	
67. WILSON	367,700	
68. U. S. RUBBER	364,700	
69. MILNER PRODUCTS	362,500	
70. AMERICAN BAKERIES	359,700	
71. HAMM BREWING	359,400	
72. PHILLIPS PETROLEUM	358,300	
73. HILL'S BROS. COFFEE	354,600	
74. H. J. HEINZ	353,500	
75. FLORIDA CITRUS COM.	351,300	
76. SCOTT PAPER	339,600	
77. OAKITE PRODUCTS	339,300	
78. GOLD SEAL	336,400	
79. UNION PHARMACEUTICAL	335,800	
80. SUNSHINE BISCUIT	334,300	
81. WILDROOT	333,600	
82. STANDARD OIL (IND.)	327,500	
83. TIDEWATER ASSOCIATED OIL	326,200	
84. GENERAL MOTORS	316,700	
85. NATIONAL DAIRY PRODUCTS	310,500	
86. RCA	307,800	
87. BON AMI	291,800	
88. AVON PRODUCTS	291,400	
89. SARDEAU	290,300	
90. PACIFIC TEL. & TEL.	290,100	
91. RAYCO MFG.	289,800	
92. STANDARD BRANDS	286,700	
93. RALSTON-PURINA	284,400	
94. HELENE CURTIS	283,300	
95. GREAT A & P TEA	275,800	
96. SIMMONS (DEALERS)	275,600	
97. GLAMORENE	274,500	
98. BYMART-TINTAIR	273,600	
99. STANDARD OIL (CALIF.)	269,100	
100. PETER PAUL	267,300	

TvB'S SPOT BREAKDOWN BY PRODUCT CATEGORIES APPEARS ON PAGE 40

WFAA-TV

proudly announces

its full-time

affiliation

with . . . . . .

abc

television network

Effective September 2nd, there will be a "new look" in the rich Dallas-Fort Worth television market! And that look will be to WFAA-TV—new basic outlet for *all* ABC-TV programming! A complete revamp in local programming, coupled with ABC-TV's current big hits and sparkling new fall lineup, are destined to make WFAA-TV a greater buy than ever!

WFAA-TV

Channel 8
ABC
Edward Petry & Co.
National Representatives

316,000 Watts Audio
158,000 Watts Video
- from atop Texas'
tallest tower.
A television service of
The Dallas Morning News

PRODUCTS: HOW THEY SPLIT $118.8 MILLION IN SPOT TV

AGRICULTURE	**$ 342,000**
Feeds, Meals	217,000
Miscellaneous	125,000
ALE, BEER & WINE	**10,086,000**
Beer & Ale	9,284,000
Wine	802,000
AMUSEMENTS, ENTERTAINMENT	**339.000**
AUTOMOTIVE	**1,926,000**
Anti-Freeze	20,000
Batteries	16,000
Cars	1,055,000
Tires & Tubes	400,000
Trucks & Trailers	33,000
Miscellaneous Accessories & Supplies	402,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES PAINTS	**1,207,000**
Fixtures, Plumbing, Supplies	172,000
Materials	172,000
Paints	645,000
Power Tools	21,000
Miscellaneous	197,000
CLOTHING, FURNISHINGS, ACCESSORIES	**3,421,000**
Clothing	2,838,000
Footwear	536,000
Hosiery	11,000
Miscellaneous	36,000
CONFECTIONS & SOFT DRINKS	**7,553,000**
Confections	3,207,000
Soft Drinks	4,346,000
CONSUMER SERVICES	**3,328,000**
Dry Cleaning & Laundries	24,000
Financial	376,000
Insurance	689.000
Medical & Dental	87,000
Moving, Hauling, Storage	107,000
Public Utilities	1,546,000
Religious, Political, Unions	226,000
Schools & Colleges	71,000
Miscellaneous Services	202,000
COSMETICS & TOILETRIES	**12,644,000**
Cosmetics	2,203,000
Deodorants	969,000
Depilatories	342,000
Hair Tonics & Shampoos	2,168,000
Hand & Face Creams, Lotions	106,000
Home Permanents & Coloring	2,210,000
Perfumes, Toilet Waters, Etc.	260,000
Razors, Blades	171,000
Shaving Creams, Lotions, etc.	581,000
Toilet Soaps	2,900,000
Miscellaneous	734,000
DENTAL PRODUCTS	**1,806,000**
Dentifrices	1,349,000
Mouthwashes	125,000
Miscellaneous	332,000
DRUG PRODUCTS	**8,047,000**
Cold Remedies	234,000
Headache Remedies	1,472,000
Indigestion Remedies	2,514,000
Laxatives	1,428,000
Vitamins	255,000
Weight Aids	89,000
Miscellaneous Drug Products	1,827,000
Drug Stores	228,000
***FOOD & GROCERY PRODUCTS**	**32,036,000**
Baked Goods	7,097,000
Cereals	2,618,000
Coffee, Tea & Food Drinks	6,088,000
Condiments, Sauces, Appetizers	1,833,000
Dairy Products	1,840,000
Desserts	585,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,012,000
Fruits & Vetgetables, Juices	2,494,000
Macaroni, Noodles, Chili, etc.	484,000
Margarine, Shortenings	1,325,000
Meat, Poultry & Fish	1,960,000
Soups	31,000
Miscellaneous Foods	2,174,000
Miscellaneous Frozen Foods	710,000
Food Stores	1,785,000
GARDEN SUPPLIES & EQUIPMENT	**285,000**
GASOLINE & LUBRICANTS	**6,413,000**
Gasoline & Oil	6,167,000
Oil Additives	210,000
Miscellaneous	36,000
HOTELS, RESORTS, RESTAURANTS	**87,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHERS, WAXES	**3,051,000**
Cleaners, Cleansers	1,447,000
Floor & Furniture Polishers, Waxes	330,000
Glass Cleaners	360,000
Home Dry Cleaners	667,000
Shoe Polish	48,000
Miscellaneous Cleaners	199,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**1,881,000**
HOUSEHOLD FURNISHINGS	**1,162,000**
Beds, Mattresses, Springs	945,000
Furniture & Other Furnishings	217,000
HOUSEHOLD LAUNDRY PRODUCTS	**5,608,000**
Bleaches, Starches	986,000
Packaged Soaps, Detergents	4,277,000
Miscellaneous	345,000
HOUSEHOLD PAPER PRODUCTS	**1,858,000**
Cleansing Tissues	412,000
Food Wraps	131.000
Napkins	195,000
Toilet Tissue	324,000
Miscellaneous	796,000
HOUSEHOLD, GENERAL	**839,000**
Brooms, Brushes, Mops, etc.	111,000
China, Glassware, Crockery, Containers	7,000
Disinfectants, Deodorizers	324,000
Fuels, (heating, etc.)	57,000
Insecticides, Rodenticides	100,000
Kitchen Utensils	19.000
Miscellaneous	221,000
NOTIONS	**97,000**
PET PRODUCTS	**1,300,000**
PUBLICATIONS	**149,000**
SPORTING GOODS, BICYCLES, TOYS	**113,000**
Bicycles & Supplies	2,000
General Sporting Goods	2,000
Toys & Games	68,000
Miscellaneous	41,000
STATIONERY, OFFICE EQUIPMENT	**178,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**328,000**
Antennas	27,000
Radio & Television Sets	135,000
Records	80,000
Miscellaneous	86,000
TOBACCO PRODUCTS & SUPPLIES	**8,694,000**
Cigarettes	8,035,000
Cigars, Pipe Tobacco	499,000
Miscellaneous	160,000
TRANSPORTATION & TRAVEL	**806,000**
Air	376,000
Bus	195,000
Rail	228,000
Miscellaneous	7,000
WATCHES, JEWELRY, CAMERAS	**1,510,000**
Cameras, Accessories, Supplies	131,000
Clocks & Watches	986,000
Jewelry	41,000
Pens & Pencils	347,000
Miscellaneous	5,000
MISCELLANEOUS	**1,776,000**
Trading Stamps	202,000
Miscellaneous Products	681,000
Miscellaneous Stores	893,000
TOTAL	$118,870,000

*Starting with the 1st Quarter 1957—includes frozen foods in appropriate sub-classifications. Supersedes earlier practice of grouping all frozen foods in a separate category.

Kudner, NBC-TV Deny Blame for Commercials

NBC-TV and Kudner Adv. tried to bury a dead horse last week.

The object of their concern was the "Battle of the Buick Tv Commercials," which prompted Buick's general manager to issue an apology to the public for the "inept" handling of commercials during the July 29 telecast of the Floyd Patterson-Tommy (Hurricane) Jackson heavyweight championship fight. Viewers missed the official verdict of the fight when a group of Buick commercials were hastily inserted into the program.

After Edward T. Ragsdale, a vice president of General Motors and general manager of the Buick division, issued the public apology, executives of Kudner and of NBC-TV went into a huddle on Aug. 1 in an attempt to fix the blame. Spokesmen for each of the companies agreed the confusion in the ring contributed to the *faux pas*. They pointed out that after the bout was stopped, the challenger (Tommy Jackson) attempted to remonstrate with the referee to be allowed to continue, and the producer-director (from NBC-TV) thought there would be time to insert a commercial before the verdict was announced. Order was restored, however, and a group of commercials were carried while the decision was given.

Although Kudner was reluctant to blame NBC-TV, an agency spokesman said the cue to put on the commercial was given by a network employe. He reported it had been agreed beforehand that in case of a knockout, the commercial would be carried immediately and in the event of a decision, the commercial would be inserted while the referee was collecting the slips. He said the contingency of a technical knockout had not been considered but added that in other bouts involving this type of outcome, there always had been time to insert a commercial before the verdict was announced. He indicated that because of the confusion in the ring, the result was announced "a little earlier."

An NBC-TV executive said the network did not want to discuss the incident, pointing out it must work with both the agency and the sponsor on other telecasts. He said NBC-TV's position is that its producer-director acted in accordance with the prearranged plan of putting on the commercial immediately after a knockout. He said the incident was "unfortunate" and probably would not happen "99 times out of a hundred."

In his letter of apology, Mr. Ragsdale said that "as a fight fan myself, I was incensed at the inept handling and bad timing of the commercials immediately following the stopping of the fight." He pointed out that although Buick had no control over the broadcast itself, he felt a public apology was in order. He pledged that an incident of this type "would not happen again on any public service broadcast sponsored by Buick." Mr. Ragsdale said the apology was prompted by telegrams and letters from boxing fans.

Ford Plans Comedy, Music On 5 'Lucy-Desi' 1-Hour Shows

DETAILS of the Ford Division of Ford Motor Co.'s sponsorship of a new series of five full-hour "comedies with music" for the *Lucy-Desi Hour Show* on CBS-TV were announced Thursday. The program series represents an estimated $2.5 million ex-

DICTIONARY OF SYNONYMS FOR WSM-TV

Cock of the Walk . . .

Ask the local advertisers. They'll tell you that a combination of better production, more talent, better engineering, more comprehensive news and sports coverage and more live programming makes WSM-TV clearly Nashville's number one Television Station. Hi Bramham or any Petry man can supply facts and figures.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

HI BRAMHAM, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

penditure in time and talent for the auto maker [B•T, May 13].

The new specials mark a departure from the *I Love Lucy* series that has been a top-rated vehicle on the tv scene for some years and which starred Lucille Ball and Desi Arnaz. In addition to the regulars of the *Lucy* series, the new shows will include guest stars, original music, a dancing chorus and a 26-piece orchestra. First of the shows lists Ann Sothern, Cesar Romero, Rudy Vallee and Hedda Hopper as guests. The series will be filmed. Premiere date for the upcoming season has not been set.

TMI Set to Invade Radio With 'Barter'

THE delicate and often-controversial "art" of bartering station time, now in vogue in television, shortly may be practiced in the realm of radio. So say officials of Time Merchants Inc., New York.

But TMI is secretive about plans. It declines to admit it negotiated last month's $4 million Exquisite Form brassiere-National Telefilm Assoc. film package deal through Grey Adv. [B•T, July 1], although reports insist that it did. Nor will it name the other advertisers—many of them strangers to radio or tv—with whom it reportedly is talking barters, but it's understood one of them is a large fabric mill heretofore exclusively in magazine advertising.

Although it has dealt exclusively with tv stations and film properties over the past 12 months since its founding, Time Merchants Inc. later this month hopes to effect its first barter deal involving a hoped-for 300 radio stations. It is understood to have talked already with three separate agencies, servicing, respectively, a cigarette advertiser, an oil company and a toiletries account. The property is said to be a live syndicated sports show.

TMI is the "brainchild" of 31-year-old Richard D. Rosenblatt, a West Point graduate who has been a professional soldier, an Air Force test pilot and a financial specialist who effected a South American barter deal involving the supplying of airplanes in exchange for cattle. His associates include Richard M. Firestone, 27-year-old ex-advertising manager of Flav-R-Straws Inc.; Edward Jacobi, a former executive at J. Walter Thompson Co. and MacFadden Publications; Peirce Romaine, former Ruthrauff & Ryan Inc. vice president, and Bernard Zisser, a former Hearst executive who was associated with possibly the "first barter deal" in newspaper history in the "lend-lease" in 1928 of King Features comics to newspapers in exchange for advertising space which then was sold to Henry Ford.

Time Merchants Inc. claims to have revamped the "traditional" system of bartering time. Instead of picking up whatever time a station has available, then finding an advertiser to fill it—a process that may take months—TMI has in effect reversed this procedure. It deals exclusively with agencies, solicits definite orders to supply their needs, then informs the tv syndicator or program packager of what the agency wants. In turn, the syndicator then approaches the stations and says, "XYZ agency would like to place blank account in the following time slots. Can you oblige? (TMI does not approach stations with either properties or time orders, but leaves this in the hands of the syndicator; nor will it negotiate directly with the advertiser, its officials say.) Mr. Rosenblatt explains: "By getting a firm commitment from the agency, we can assure stations that their spots aren't being bandied about like junk; what's more, in most cases, our advertisers are totally new to broadcasting. . . ."

TMI also feels it has done some "missionary work" in "educating" large agencies "who had felt barter was something 'dirty.' "

Who pays Time Merchants Inc.? The syndicator. TMI collects nothing from the agency and this is one of its most telling "sales pitches." It assures agency executives (TMI says it approaches only high echelon agency officials) that its "advice" is gratis and that TMI, unlike individual syndicators with vested interests, is able to provide an unprejudiced, "broad picture" of the tv market today, namely, inform the agency what markets are "open," what syndicators have, what properties are available at what cost.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 1-13

TOTAL AUDIENCE†

Number of Homes (000)

Rank		Rating
1.	*All Star Baseball Game*	12,896
2.	*Gunsmoke*	11,929
3.	*Ed Sullivan Show*	11,042
4.	*$64,000 Question*	10,881
5.	*I've Got a Secret*	10,800
6.	*Playhouse 90*	10,317
7.	*Alfred Hitchcock Presents*	10,156
8.	*Lineup, The*	10,035
9.	*20th Century Fox Hour*	9,954
10.	*What's My Line*	9,874

Per Cent of Homes*

1.	*All Star Baseball Game*	32.5
2.	*Gunsmoke*	30.7
3.	*Ed Sullivan Show*	28.1
4.	*$64,000 Question*	27.7
5.	*I've Got a Secret*	27.5
6.	*Playhouse 90*	26.9
7.	*What's My Line*	26.7
8.	*Alfred Hitchcock Presents*	26.5
9.	*20th Century Fox Hour*	26.4
10.	*Lineup, The*	25.7

AVERAGE AUDIENCE‡

Number of Homes (000)

1.	*Gunsmoke*	11,123
2.	*$64,000 Question*	9,753
3.	*I've Got a Secret*	9,511
4.	*Lineup, The*	9,027
5.	*What's My Line*	8,987
6.	*$64,000 Challenge*	8,826
7.	*Alfred Hitchcock Presents*	8,785
8.	*Loretta Young Show*	8,745
9.	*Ed Sullivan Show*	8,342
10.	*Twenty-One*	8,262

Per Cent of Homes*

1.	*Gunsmoke*	28.6
2.	*$64,000 Question*	24.8
3.	*What's My Line*	24.3
4.	*I've Got a Secret*	24.2
5.	*Lineup, The*	23.1
6.	*$64,000 Challenge*	23.0
7.	*Alfred Hitchcock Presents*	22.9
8.	*Loretta Young Show*	22.1
9.	*Twenty-One*	21.5
10.	*Ed Sullivan Show*	21.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-181): Gillette (Maxon), July 9, 2:15-5:21 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y & R) alternating, Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y & R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-190): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-153): Brown & Williamson (Bates), Procter & Gamble (Y & R) alternating, Fri. 10-10:30 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y & R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K & E), Sun. 8-9 p.m.

Twentieth Century Fox Hour (CBS-133): Revlon (LaRoche) alternate weeks, Wed. 10-11 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

What's My Line (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y & R), Sun. 10:30-11 p.m.

Loretta Young Show (NBC-163): Procter & Gamble (Benton & Bowles), Sun. 10-10-30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

ARB

TOP TEN NETWORK PROGRAMS

Tv Report for July

Rank	Program	Ratings
1.	*$64,000 Question*	35.2
2.	*Gunsmoke*	34.0
3.	*I've Got A Secret*	31.9
4.	*Twenty-One*	31.5
5.	*Ed Sullivan*	31.4
6.	*What's My Line*	31.2
7.	*Lawrence Welk*	30.2
8.	*$64,000 Challenge*	27.7
9.	*Alfred Hitchcock*	27.1
10.	*Studio One Summer Theatre*	26.0

Rank	Program	Viewers
1.	*Gunsmoke*	36,010,000
2.	*Ed Sullivan*	32,730,000
3.	*$64,000 Question*	31,590,000
4.	*Lawrence Welk*	30,470,000
5.	*I've Got A Secret*	29,640,000
6.	*Twenty-One*	27,530,000
7.	*What's My Line*	25,820,000
8.	*Alfred Hitchcock*	25,200,000
9.	*$64,000 Challenge*	24,260,000
10.	*G. E. Theatre*	23,540,000

Copyright American Research Bureau Inc.

HOW DO YOU GET ATTENTION FOR YOURSELF?

This method might work — at least temporarily. But if yours is a quality television station, proud of a distinguished local record . . . if it has developed an individuality respected in your market — this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition — demands *specialized* representation.

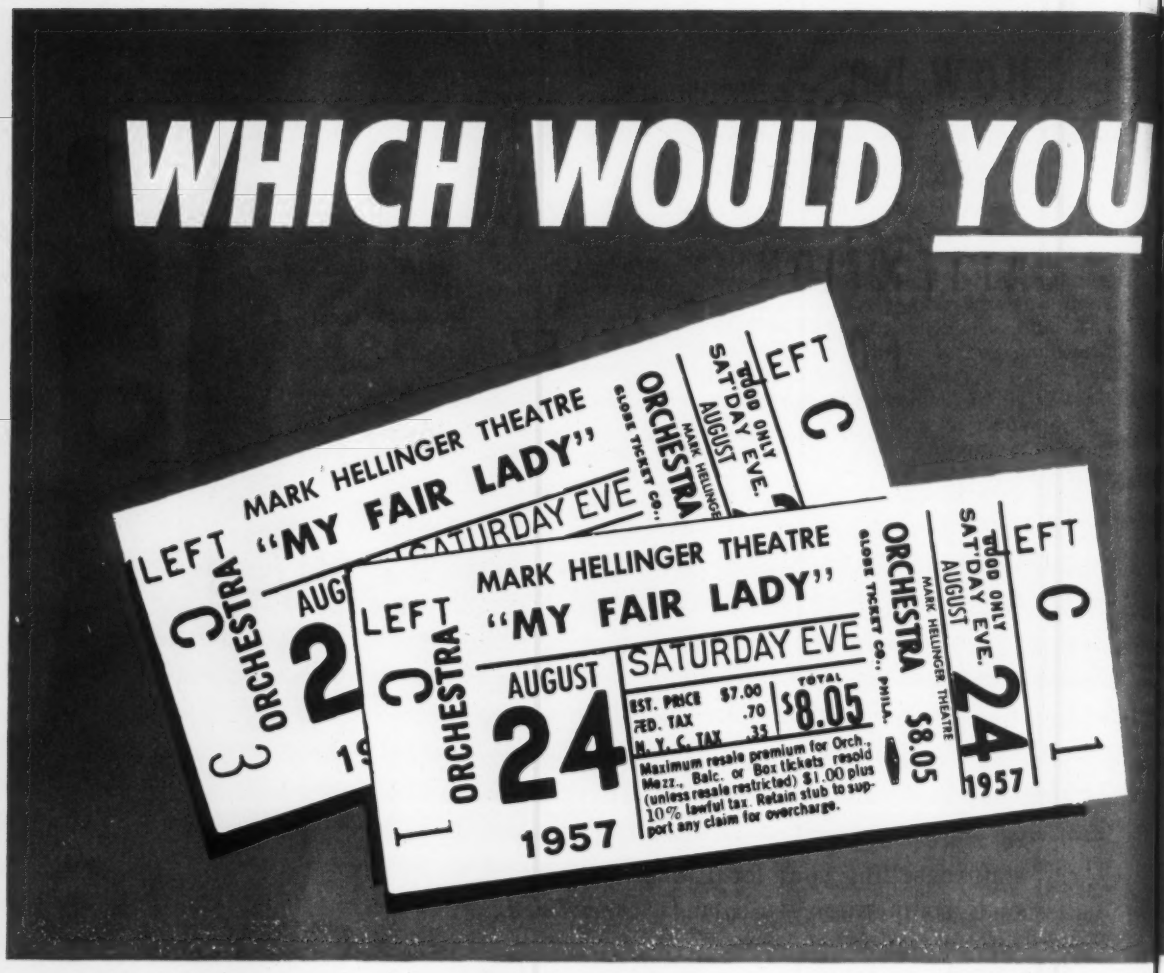
Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the *best* job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a *limited* number of quality stations . . restricts itself to television *only* . . and tailor-makes a plan of *specialized* representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here *know* (and are *known*).

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*



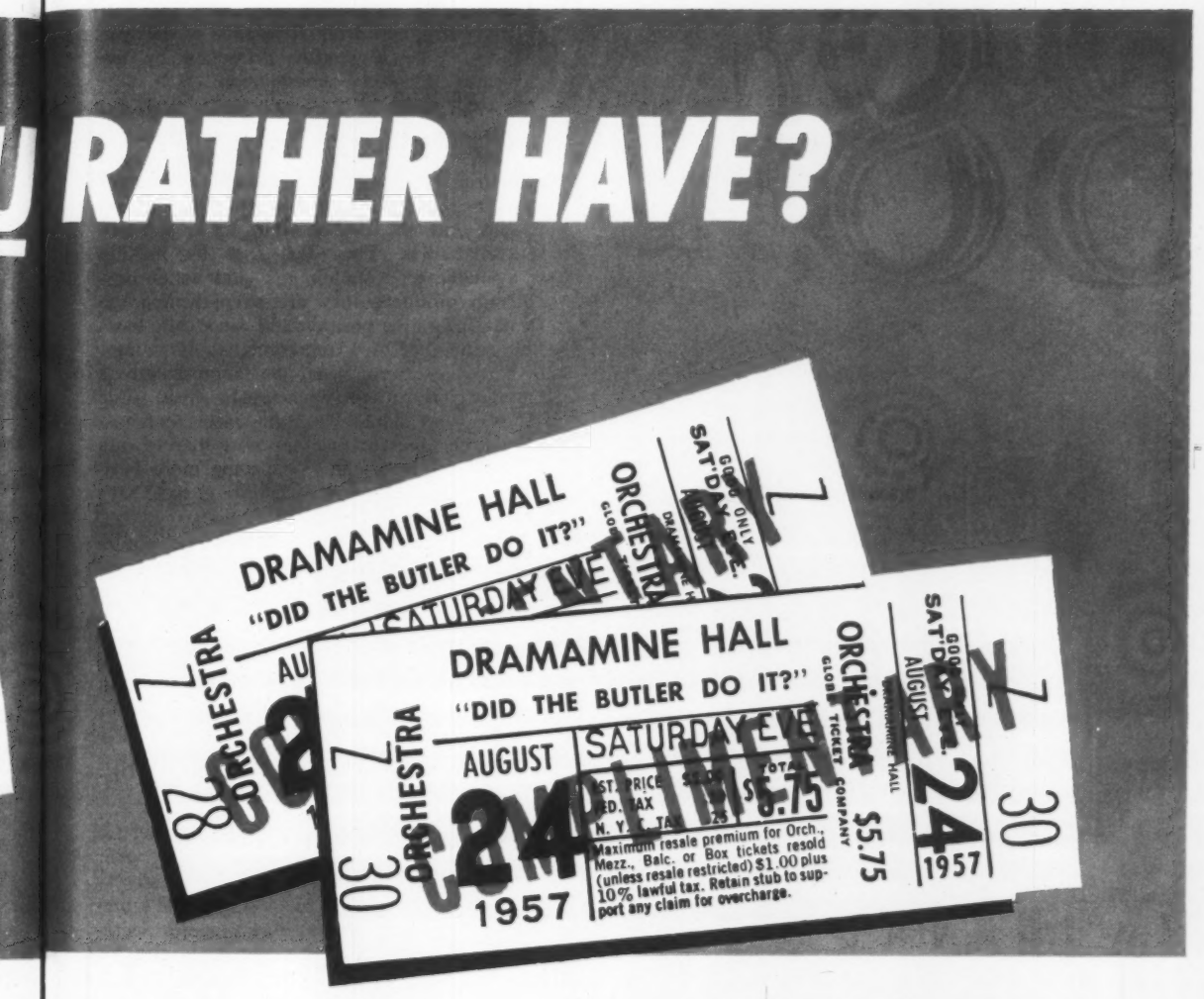
The top hit show at the regular box-office price? Or some third

When people really want something, they're willing to pay for it. When they don't . . well, you may have to give it away to get rid of it.

Elementary. It happens among radio-&-television business publications, for instance. The leader — BROADCASTING-TELECASTING — gets the *paid* circulation. Twice as much of it as any other magazine claiming to serve the field!

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audience.

Today, B-T has more *paid* distribution than the other three radio and TV publications combined . . a popularity you'll find documented down to the last decimal by the Audit Bureau of Circulations. Nothing shines such a glaringly precise spotlight as an ABC statement does upon *what* — and *how many* — people actually *pay* for a publication. Small wonder that B-T alone of all the journals in the radio-TV field has voluntarily sought (and qualified for) membership in the Audit Bureau of Circulations.


RATHER HAVE?
DRAMAMINE HALL
"DID THE BUTLER DO IT?"
ORCHESTRA
SATURDAY EVE
AUGUST
24
1957
$5.75
Maximum resale premium for Orch., Mezz., Balc. or Box tickets resold (unless resale restricted) $1.00 plus 10% lawful tax. Retain stub to support any claim for overcharge.

rater that can only fill up its theatre by giving the tickets away?

Jammed to the veritable balconies with *paying* customers, the B-T audience — according to the very latest ABC statement — tallies thusly:

1) a "full house" averaging 18,938 *paid-for* copies during the first six months of 1957 . . *more paid distribution than all other radio-TV business publications combined!*

2) a box-seat group of 5,087 *paid* agency-advertiser subscribers who look upon B-T as a vital partner of each week's work.*

When you invest your money in a new play, you never can be *quite* sure how it's going to pay off. But when you invest your advertising money in BROADCASTING-TELECASTING, you know that a *guaranteed* audience is always waiting . . counted, classified, and receptive.

This is likely to be at least *one* of the many reasons why radio-TV advertisers ran 4,063 pages in B-T during 1956 — more than they did in the next three publications combined. There's always something about a hit that just naturally packs 'em in!

* *Among these, not so incidentally, are some 1,000 big-decision-makers at America's 40 largest radio-TV agencies. Last year they steered the spending of about $1,000,000,000 (yep, Billion) in the two electronic media! It's enough to make a station manager drool . .*

BROADCASTING ⚡ TELECASTING

1735 DeSales Street, N.W., Washington, D.C.

a member of the Audit Bureau of Circulations

38¢

per thousand*

A leading candy manufacturer buys a thousand viewers for just 38c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

***Based on February ARB Survey.**

etc. For its effort in bringing the station, agency and syndicator together, TMI receives anywhere from 10%-15% of the syndicator's earnings after deduction by the agency of its 15% commission.

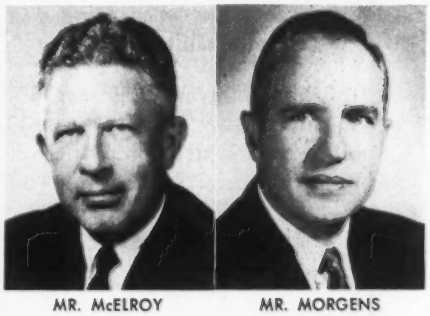
Who profits by Time Merchants Inc.'s operations? Least of all the station representatives, who are "cut out." But Messrs. Rosenblatt and Firestone stoutly maintain they are aiding the lot of the rep, who, they claim, sells only the top one-third of a station's availabilities. They feel that by making available to a station new and better program products, they are strengthening the station's rating position and, since "the basic commodity" of a representative is ratings, bartering strengthens the representative's sales platform with agencies. In effect, while losing out initially on the barter commission, a representative can more than recoup his losses by eventually placing more business on the station, according to TMI's argument.

Mr. Rosenblatt predicts a "rosy" future for barter and maintains that within six months bartering will be an established and "accepted practice." "We are not breaking any laws, nor are we doing anything that could be construed as unethical. You can liken us to real estate brokers," he concluded.

Morgens Mentioned Most Often As McElroy Successor at P&G

NEIL H. McELROY, whose Procter & Gamble advertising budget includes over $60 million in broadcast funds—mostly tv [B•T, June 3]—will tackle the world's biggest appropriation when he becomes Secretary of Defense. Senate confirmation of his Wednesday nomination to succeed Charles E. Wilson in the defense post is considered merely a matter of routine.

Successor to Mr. McElroy as P&G president will not be announced until his nomination is confirmed. Mentioned most frequently as the next P&G president is Howard J. Morgens, executive vice president, with Thomas J. Wood, sales vice president, as a leading candidate to succeed Mr. Morgens. Mr. McElroy's salary, roughly $285,000 a year at P&G, will dwindle to $25,000 at the Pentagon.



MR. McELROY MR. MORGENS

At Defense, Mr. McElroy will be dealing with budget figures running between $35 and $40 billion. He told newsmen last week he thought the major defense problems facing him would be budgetary in nature.

Mr. Morgens, like Mr. McElroy a Har-

KRON is TV in SF

San Franciscans are sold on KRON-TV

POPEYE
Mon. thru Fri.
6-6:30 P.M.
AVAILABLE

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

vard graduate, joined the P&G advertising department in 1933. He became advertising manager in 1946 when Mr. McElroy was elevated to vice president-general manager. Mr. Morgens was named advertising vice president in 1948, holding the post until he became executive vice president in 1954.

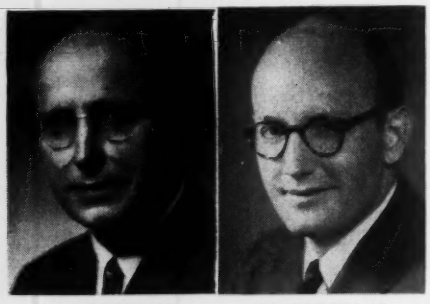
Also mentioned for the P&G presidency were W. L. Lingle Jr., executive vice president, and Kelly Y. Siddall, administrative vice president.

Father, Son Elevated To Top Nielsen Posts

THE NIELSENS, father and son, moved up in the marketing and audience research organization last week.

Arthur Nielsen Sr., founder and president of A. C. Nielsen Co. for 34 years, became board chairman, and Arthur Nielsen Jr. was elevated to the presidency, both changes effective immediately. The elder Nielsen continues as chief executive officer and his son, who has been executive vice president, will remain head of Nielsen's Food and Drug Index.

No other top-level changes are contemplated at present, although "the president will assume his new duties gradually, and other appropriate organizational changes will be made, from time to time, to fit in



MR. NIELSEN SR. MR. NIELSEN JR.

with the new arrangement," according to Arthur Nielsen Sr. in his official statement. The moves were approved unanimously by the firm's board of directors.

The company's broadcast division is headed by Henry Rahmel, also executive vice president and general manager.

Mr. Nielsen Sr., 60, noted that in 34 years his organization has grown to one of the world's largest business service institutions, with annual sales in excess of $20 million from 14 types of research service to over 1,200 corporate clients in 10 countries. It boasts 55 officers and 3,000 employes in 22 principal offices.

Arthur Nielsen Jr., 38, a business administration graduate of the U. of Wisconsin (1941), joined his father's organization in 1945 after serving as a major in the Corps of Engineers, U. S. Army. He had devoted considerable time earlier to learning Nielsen research techniques and business methods. His training experience included work in food and drug client service. He subsequently became assistant to the president, administrative vice president in charge of all domestic staff operations and executive vice president of the Food-Drug (largest) division.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

RADIO-TV CAMPAIGN • Harrison Labs Inc. N. Y., (Tenday nail polish) launched extensive spot tv announcement campaign last Sunday, using multiple-spot schedule on four New York tv stations, backed up by radio spot announcements on WNEW and WQXR, both New York. Harrison Labs tested use of radio and tv in Cleveland, starting in June, and is continuing campaign there. Products Service Inc., agency for Harrison, reported New York campaign will continue indefinitely, plans to extend radio-tv pattern nationally, using knowledge gained from New York and Cleveland efforts as guides.

LAUNCHING LOAVES • Slenderella International, Stamford, Conn., has launched test spot radio campaign in Detroit, using five radio stations, to introduce Slenderella special formula bread, made by General Baking Co. Agency: Management Assoc., Stamford, Conn.

CONSOLIDATED REPORT • Consolidated Cigar Sales Co. (Dutch Masters cigars), N. Y., reported to be readying spot radio campaign in undetermined number of northeastern markets. Campaign set to break in early September. Agency: Erwin, Wasey & Co., N. Y.

SUBSTANTIAL SUPPORT • Local dealers and dealer groups will spend estimated $1.5 million, substantial share of it in radio and tv spots to be placed direct, to support $400,000-plus campaign of Culligan Inc. (manufacturer-supplier of home water-conditioning equipment), Northbrook, Ill. Culligan agency is Alex T. Franz Adv. (No time is being purchased through agency itself.)

'SUSPICION' CONFIRMED • Philip Morris Inc. (Philip Morris cigarettes), N. Y., has signed with NBC-TV for half-hour of *Suspicion* (Mon., 10-11 p.m.) on alternate weeks, effective Oct. 7. Contract, for 52 weeks, was placed through N. W. Ayer & Son, N. Y. Ford is set to sponsor full hour of show every other week.

BEAUTY SPOTS • Warner-Lambert Co. (Beauty Curl), N. Y., using 13-week radio and television spot announcement campaign in about 60 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

PARKER PLANNING • Parker Pen Co. (T-Ball Jotter pens), Janesville, Wis., mapping plans for tv spot campaign in about 75 major markets, comprising one-minute and 20-second film clips and starting late in August. Parker also reported in market for network radio or tv property. Agency: Tatham-Laird, Chicago. Budget: About $750,000 in all media.

BACK-TO-SCHOOL • Sheaffer Pen Co. (sterling-silver ballpoints), Fort Madison, Iowa, will supplement co-sponsorship of *Private Secretary* on CBS-TV with spot television in undisclosed number of markets plus dealer co-op spot radio and tv in overall $2 million "back-to-school" advertising and promotion campaign. Broadcast media command about $1.3 million of budget. Sheaffer is known to be reappraising advertising account situation, with recurrent reports it is listening to bids from several agencies. Account is handled by Russel M. Seeds Co. It is felt Sheaffer will not announce decision until it evaluates results of current drive ending Sept. 30.

COFFEE TIME • Chock Full O'Nuts Corp., N. Y., has bought additional tv and radio time in New England markets, Sam Ostrove, advertising and sales vice president, announced last week. In Boston coffee firm has renewed sponsorship of Saturday night newscast over WNAC-TV and spots on radio stations WNAC and WHDH. Chock Full O'Nuts also bought spots for 52 weeks on WPRO Providence and WNE Worcester Grey Adv., N. Y., is agency.

TAKES TO AIR • Transocean Air Lines, Oakland, Calif., has launched 3-month advertising campaign for new Super Constellation service to Hawaii. Some 40 spots weekly are being broadcast by KRCA (TV), KTLA (TV) and KTTV (TV) Los Angeles with KBIG Avalon (Catalina), KFI Los Angeles and KFOX Long Beach carrying radio spots. Agency: Howard Lewin, L. A.

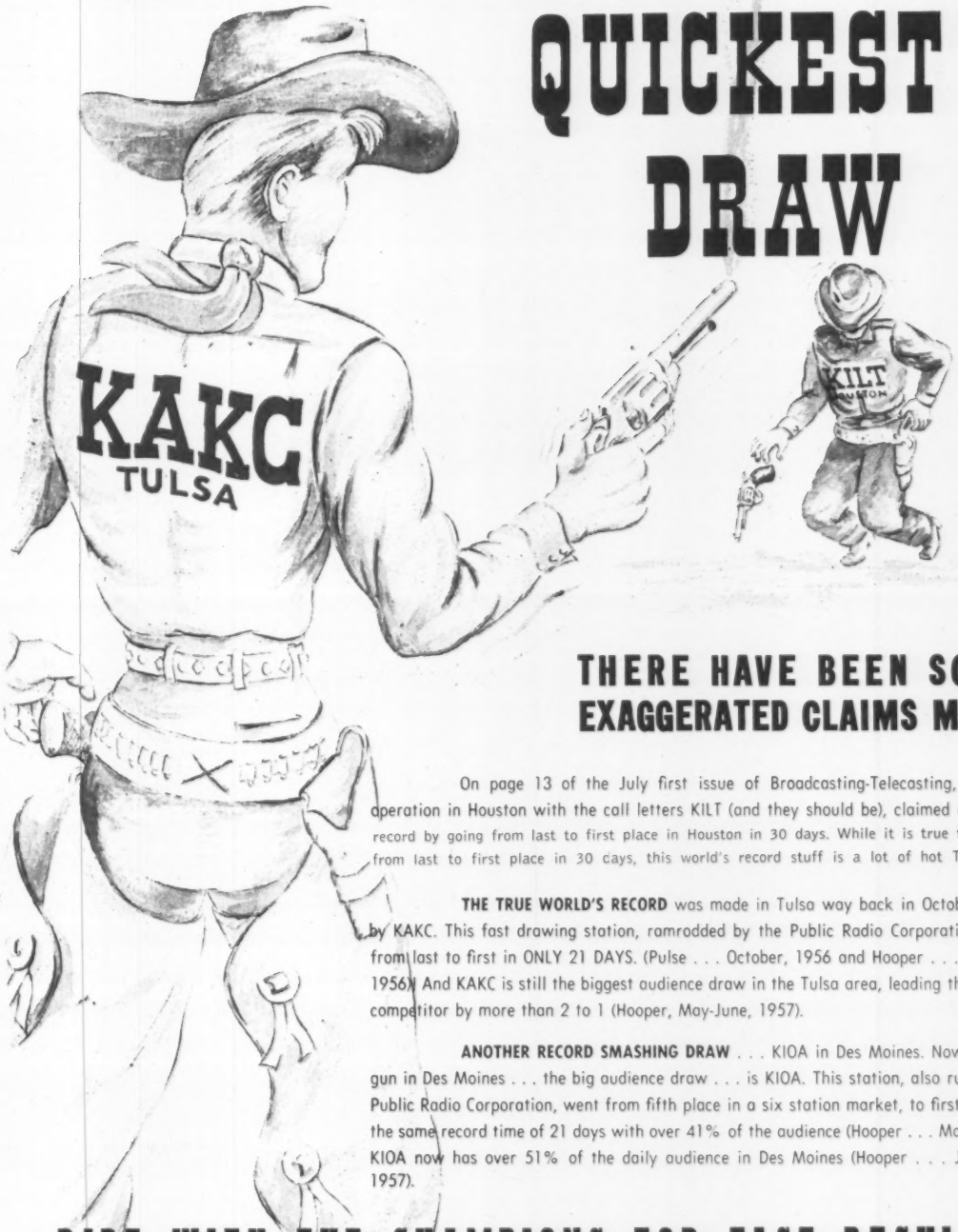
EAGER FOR 'BEAVER' • Remington Rand Div. of Sperry Rand Corp. has signed for alternate-week sponsorship of CBS-TV's *Leave it to Beaver*, new domestic comedy film series to debut Oct. 4 (Fri. 7:30-8 p.m. EDT). Series, Gomalco production, will be produced in Hollywood. Agency: Compton Adv., N. Y.

TWO MORE IN THE SADDLE • American Tobacco Co. (Lucky Strike cigarettes) and Socony Mobile Oil Co. will sponsor CBS-TV's *Trackdown* on alternate weeks beginning Fri., Oct. 4 *Trackdown* (Fri. 8-8:30 p.m. EDT), western, Four-Star Films production is to be produced by Vincent M. Fennelly, directed by Thomas Carr. Agencies for American Tobacco and Socony are BBDO and Compton Adv., respectively, both N. Y.

ANOTHER YEAR OF FRIDAYS • Liggett & Myers Tobacco Co. (Chesterfields) and Schick Inc. (electric razors) have renewed alternate week sponsorship for 52 weeks of NBC-TV's *Dragnet*. L & M's renewal is effective with first program of new fall series, Sept. 26 (Thurs. 8:30-9 p.m.). Schick renewal is effective Oct. 3. Agencies: Dancer-Fitzgerald-Sample, N. Y., for L & M and Benton & Bowles, N. Y., for Schick.

CONFECTIONERY CONTRACT • Sweets Co. of America Inc. (Tootsie Rolls) has purchased remaining one-half sponsorship of NBC-TV's coverage of annual Macy's Thanksgiving Day parade (Thurs., Nov. 28, 11 a.m.-12 noon). Ideal Toy Co., through Grey Adv., N. Y., is other sponsor. Order for Sweets Co. was placed directly.

THE WORLD'S QUICKEST DRAW



THERE HAVE BEEN SOME EXAGGERATED CLAIMS MADE!

On page 13 of the July first issue of Broadcasting-Telecasting, a small operation in Houston with the call letters KILT (and they should be), claimed a world's record by going from last to first place in Houston in 30 days. While it is true they went from last to first place in 30 cays, this world's record stuff is a lot of hot Texas Air.

THE TRUE WORLD'S RECORD was made in Tulsa way back in October, 1956 by KAKC. This fast drawing station, ramrodded by the Public Radio Corporation, went from last to first in ONLY 21 DAYS. (Pulse . . . October, 1956 and Hooper . . . October, 1956). And KAKC is still the biggest audience draw in the Tulsa area, leading the closest competitor by more than 2 to 1 (Hooper, May-June, 1957).

ANOTHER RECORD SMASHING DRAW . . . KIOA in Des Moines. Now the top gun in Des Moines . . . the big audience draw . . . is KIOA. This station, also run by the Public Radio Corporation, went from fifth place in a six station market, to first place in the same record time of 21 days with over 41% of the audience (Hooper . . . May, 1957). KIOA now has over 51% of the daily audience in Des Moines (Hooper . . . June-July, 1957).

RIDE WITH THE CHAMPIONS FOR FAST RESULTS!

PUBLIC RADIO CORPORATION

LESTER KAMIN, President, JOHN H. PACE, Executive Vice-President and General Manager

The new **KAKC**
970 KC • 1,000 WATTS
TULSA, OKLAHOMA

Get the NEW facts from H-R REPRESENTATIVES

The new **KIOA**
940 KC • 10,000 WATTS
DES MOINES, IOWA

TOP SALESMAN

in Northern New England's billion dollar market

WCSH-TV maintains 4-to-1 lead in May 4-10 Pulse Area Study of 13-county Maine-New Hampshire coverage . . .

329.5 first places out of 420 quarter hours polled!

Put your message where the viewers are!

Monday thru Friday	WCSH-TV	Sta. B	Sta. C
7:00-12:00 Noon	81	19	0
12:00 Noon-6:00 P.M.	95	25	0
Sunday thru Saturday 6:00-11:00 P.M.	104.5	28	7.5
Saturday 11:00 A.M.-6:00 P.M.	20	8	0
Sunday 10:00 A.M.-6:00 P.M.	29	3	0
Totals	329.5	83	7.5

WCSH-TV

PORTLAND, MAINE

Represented by WEED TELEVISION CORP.

NETWORKS

CBS Radio May Add Youth Night Block

- **Seeks three sponsors**
- **12 hours weekly planned**

A SPECIAL sales effort now is underway along New York's ad row to find three big-name advertisers to underwrite a new program concept at CBS Radio. If the network meets with success, the sales would help:

• to sell blue chip advertisers on the effectiveness of network radio's nighttime hours, and

• to plunge CBS Radio forward in a bold attempt to attract and capture the attentiveness of a wide segment of the U. S. population, precisely, that radio audience group between 14 and 24 years of age.

According to CBS Radio's current canvassing, each of the three advertisers would be a leader in its individual product category and keenly aware of the youth buying potential (for example, a cigarette advertiser, soft drink firm or a cosmetics concern).

The potential CBS Radio is counting on for sale of the program package would involve 12 hours of programming weekly for 52 weeks and conceivably could be $5-6 million at gross rates for both time and talent. The network is prepared to start programming the youth program block so long as it can obtain satisfactory commitments from at least two top advertisers.

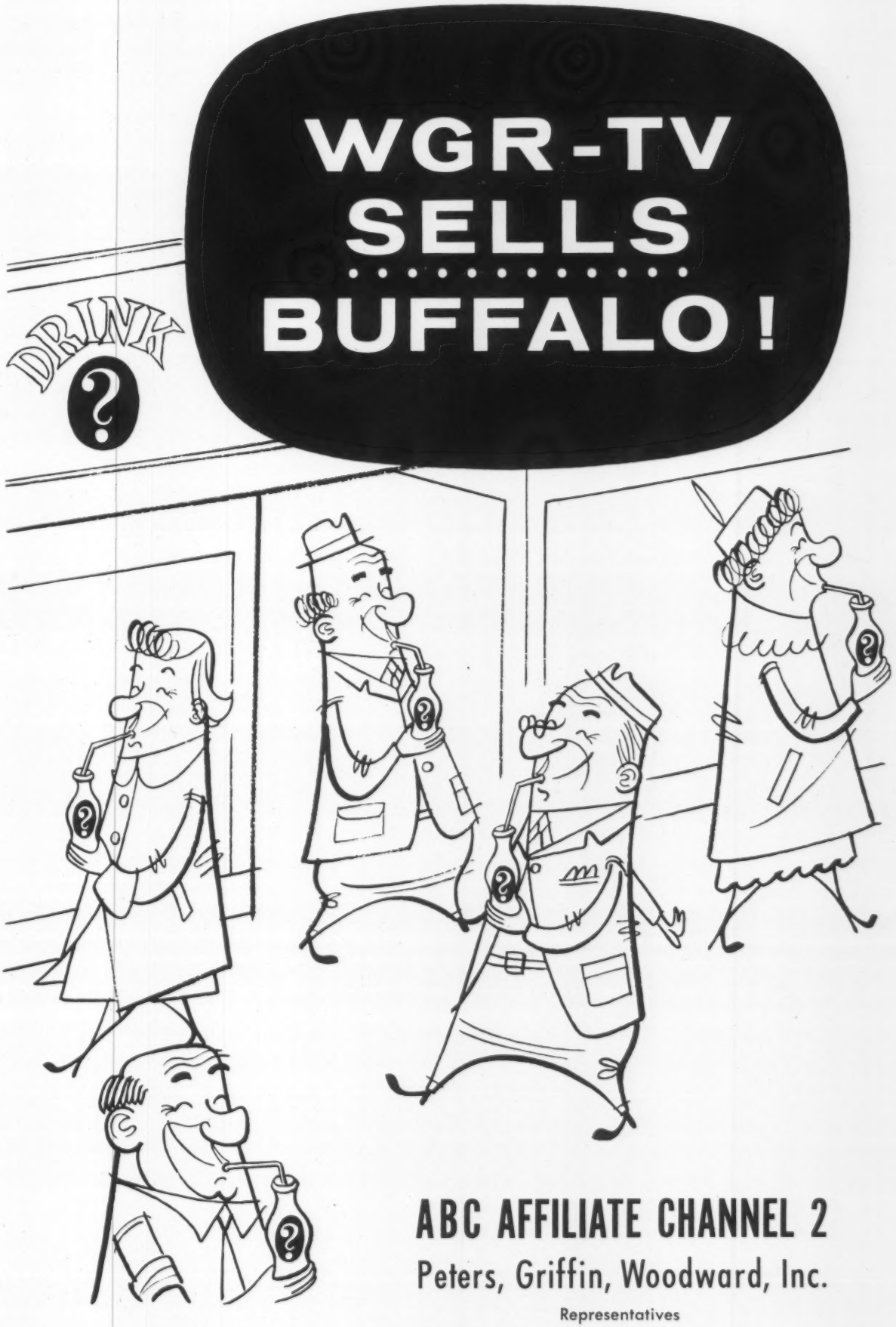
The program series would consist of a solid programming block 8-10 p.m. Monday-Saturday, using music of particular interest to young people from 14 through 24. Mitch Miller would be assigned to develop the format. It envisions remote pickups of a jazz festival and various special bands around the country. All programming would be 8-10 p.m., according to stations' local time standards.

CBS Radio, it's understood, is convinced radio holds tremendous appeal for the youth market and people in those age groups do not concentrate on any one medium except radio. This conviction is based on research factors which claim: people in this group as a rule do not watch tv to any extent; readership of magazines designed for them is limited, but they do listen to radio.

The network thinks it will get nighttime network radio off the ground by (1) permitting big advertisers to become closely identified with their own program, (2) allowing the network to program a radio show with great appeal, yet different from the usual disc jockey fare and (3) limiting sponsorship to just a few advertisers, thus obviating the practice of selling too many segments to too many and varied advertisers.

As a network official phrased it last week: "We think this is an important time in radio history for such a move."

The move, if effected, would entail preemption of some segmented periods now sold in those time periods and shifts of certain programs into other parts of the network schedule.



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives

It's No Secret...
OKLAHOMA CITY WATCHES 3 STATIONS
5
KGEO-TV
EXCLUSIVE abc FOR OKLAHOMA CITY
100,000 W. • 1,386 FT. ABOVE AVERAGE TERRAIN
GEORGE STREETS, STATION MANAGER
CHARLIE KEYS, SALES MANAGER
REPRESENTED BY BLAIR Television ASSOCIATES INC.

KBS Names Rhys Exec. V. P., Boosts Peterson, Hammarstrom

THREE executive promotions, described as the forerunner of a "major expansion at Keystone Broadcasting System," were announced by President Sidney J. Wolf Wednesday following a board meeting.

Executives elevated were Noel Rhys, from vice president in charge of the New York office and eastern sales operations, to executive vice president; Edwin R. (Pete) Peterson, from vice president to senior vice president, with continued responsibility for midwestern sales operations in Chicago and Charles A. Hammarstrom, from account executive to vice president in Keystone's New York office.

MR. RHYS

In announcing the appointments, Mr. Wolf alluded to expansion plans [B•T, Aug. 5] and claimed 971 affiliates now in the KBS fold. He added that in the first six months of 1957 Keystone has "handled the greatest volume of business and acquired more new accounts than in any similar period in our history." He pointed out nearly one-third of all commercial am stations today are KBS affiliates.

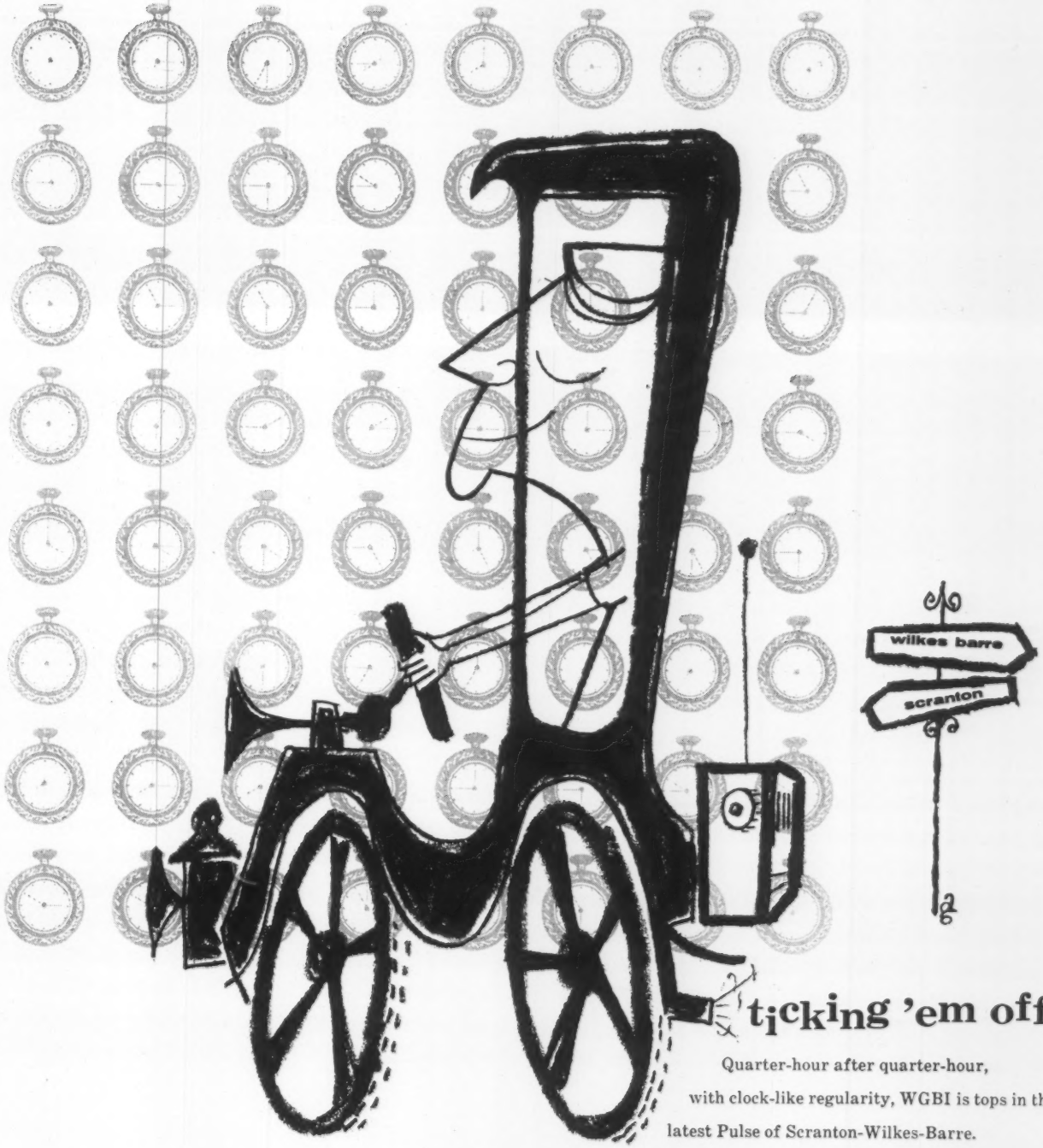
Mr. Rhys joined KBS in 1941 as an account executive and was elected a vice president in charge of New York and all eastern sales operations in 1949. Mr. Peterson came to Keystone in 1949 as account executive after serving as central division manager of MBS and account executive with ABC. Mr. Hammarstrom had been account executive with KBS in New York since 1952 and previously served in similar capacity with Paul H. Raymer & Co., station representative, and Kenyon & Eckhardt Inc.

Mr. Wolf cited BROADCASTING YEARBOOK-MARKETBOOK figures showing 1956 as radio's peak year with total time sales of $486,889,000 and only one year when they reflected a cutback—1954—with a drop from $477,206,000 in 1953 to $451,330,000 that year. He ascribed this decrease to advertisers dropping radio for tv.

KBS simultaneously reported signing of 18 new stations as follows: KRLW Walnut Ridge, Ark.; KOLR Sterling, Colo.; KLFT Golden Meadow, KDBC Mansfield and KEVL White Castle, all La.; KATE Albert Lea, Minn.; WSFC Franklin, N. C.; WATG Ashland, Ohio; WHYL Carlisle, Pa.; WABV Abbeville and WYMB Manning, both S. C.; WMCH Church Hill, Tenn.; KALT Atlanta, KFYN Bonham, KVLB Cleveland and KSWA Graham, all Tex.; WDOR Sturgeon Bay, Wis., and KASL Newcastle, Wyo.

Goldenson Buys 3,000 AB-PT Shares

LEONARD H. GOLDENSON on July 30 bought 3,000 shares of American Broadcasting-Paramount Theatres stock, exercising option warrants issued Dec. 15, 1950.



ticking 'em off!

Quarter-hour after quarter-hour, with clock-like regularity, WGBI is tops in the latest Pulse of Scranton-Wilkes-Barre.

In fact, *in all but four* of the 68 quarter-hours between 7:00 a.m. and midnight, Monday through Friday, WGBI tops the ratings in *both markets.*

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* · Richard E. Nason, *General Manager*

REVOLUTION

There are all kinds, but in Southern California there's a **viewing revolution** going full blast...

It's those serials...

You remember. Every Saturday you fell into ranks at the neighborhood theatre to see the latest cliff-hanger. Pretty good, huh?

Well, they're back and KTTV has 'em ...406 fast-action episodes. New to Los Angeles, these serials have been clobbering competition in 40 television markets.

Let's look at the marquee...

RED RIDER
GANGBUSTERS
TAILSPIN TOMMY
THE PHANTOM RIDER
LOST CITY OF THE JUNGLE

For depth in the afternoon, KTTV programs an episode from each of **three different serials each day.** Dick Whittinghill, top KTTV sales personality, is on stage to turn your sales story into gold.

Join the revolution. Your Blair agent has complete inflammatory literature.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

it was reported last week in filings with the New York Stock Exchange under the Securities Exchange Act. The last quotation on the exchange for AB-PT that day was $19.50 per share. The warrants were issued to Mr. Goldenson, who is president of AB-PT and of its ABC-TV Division, at the price of $16.63 per share. Also reported: Mr. Goldenson earlier that month (July 9) had sold 1,700 shares of his AB-PT holdings, at which time the last quotation per share was listed at approximately $21.91. After these transactions were consummated he held a balance of 55,000 shares of AB-PT common.

Ralph Hardy, CBS V. P. In Washington, Dies

FINAL tribute to Ralph W. Hardy, 41, CBS Washington vice president, was paid Friday by broadcasters and persons prominent in public and religious life at funeral service held in Salt Lake City. Burial was at nearby Ogden.

Mr. Hardy suffered a heart attack last Monday after water skiing at Pine View Reservoir, Ogden, while on his vacation. He complained of pain and fatigue after leaving the water, then collapsed on the dock. He died a few minutes later in a hospital. An autopsy showed he once had suffered an earlier heart attack.

MR. HARDY

Surviving are his wife, the former Maren Eccles, and five children, Ralph Jr., Clare, Alison, Maren and David E. The family lives at 3330 Stuyvesant Place, N. W., Washington, D. C.

Among industry figures at the funeral were Frank Stanton, CBS president, and Richard S. Salant, vice president, both representing the network, and Vincent T. Wasilewski, NARTB government relations manager, representing the association.

Widely known in broadcast circles, Mr. Hardy had been a speaker at numerous industry meetings during a six-year term at NARTB. He was prominent in religious circles and presided for a seven-year period over the East Ensign Ward congregation, Church of Jesus Christ of Latter Day Saints (Mormon) in Salt Like City, attaining the rank of Bishop.

Mr. Hardy's radio career grew out of youthful tinkering with electronic gear. At the U. of Utah he was active in speech and drama. After graduation he became a Mormon missionary, serving the church in Great Britain. He joined KSL Salt Lake City on his return to the United States. His service on committees of the old NAB caught the eye of Judge Justin Miller, then president, and in 1949 he was named head of the association's new Radio Division. This led to his assignment as NARTB government relations director and vice president.

His work on Capitol Hill frequently attracted favorable comment from legislators. The late Rep. Percy Priest (D-Tenn.), while chairman of the House Commerce Committee, once said of Mr. Hardy, "I know of no man who has a higher respect of members of Congress. . . . He has been very helpful to the committee."

Sen. Wallace F. Bennett (R-Utah) paid tribute to Mr. Hardy, saying that while only 41, "he had already carved out an illustrious career for himself."

When Earl H. Gammons retired as CBS Washington vice president in 1955, after 13 years, Mr. Hardy was the natural choice of CBS Inc. to fill this key Washington assignment. He had held the Washington vice presidency just five days short of two years.

At NARTB he had represented the association as a member of the Advertising Council board of directors and had been a member of the Better Business Bureau's board of governors. During the regime of Charles Sawyer as Secretary of Commerce he served on the first advertising advisory committee. He was a member of the U. S. National Commission for UNESCO and later its vice chairman. He was a member of the American delegation to the Eighth World UNESCO Conference held in 1954 at Montevideo, Uruguay.

Mr. Hardy's renown as a public speaker stemmed from his missionary post in England, where he took part in the famed Hyde Park oratorical melees. He was much in demand as a public speaker.

NBC Radio Will Go Along With Nielsen Radio Index

NBC RADIO has decided to go along with the Nielsen Radio Index, now that that service has been expanded [B•T, Aug. 5], but still feels it falls short by neglecting out-of-home audience. The new NBC-Neilsen contract is understood to be for 18 months, with a "slight" increase in rates.

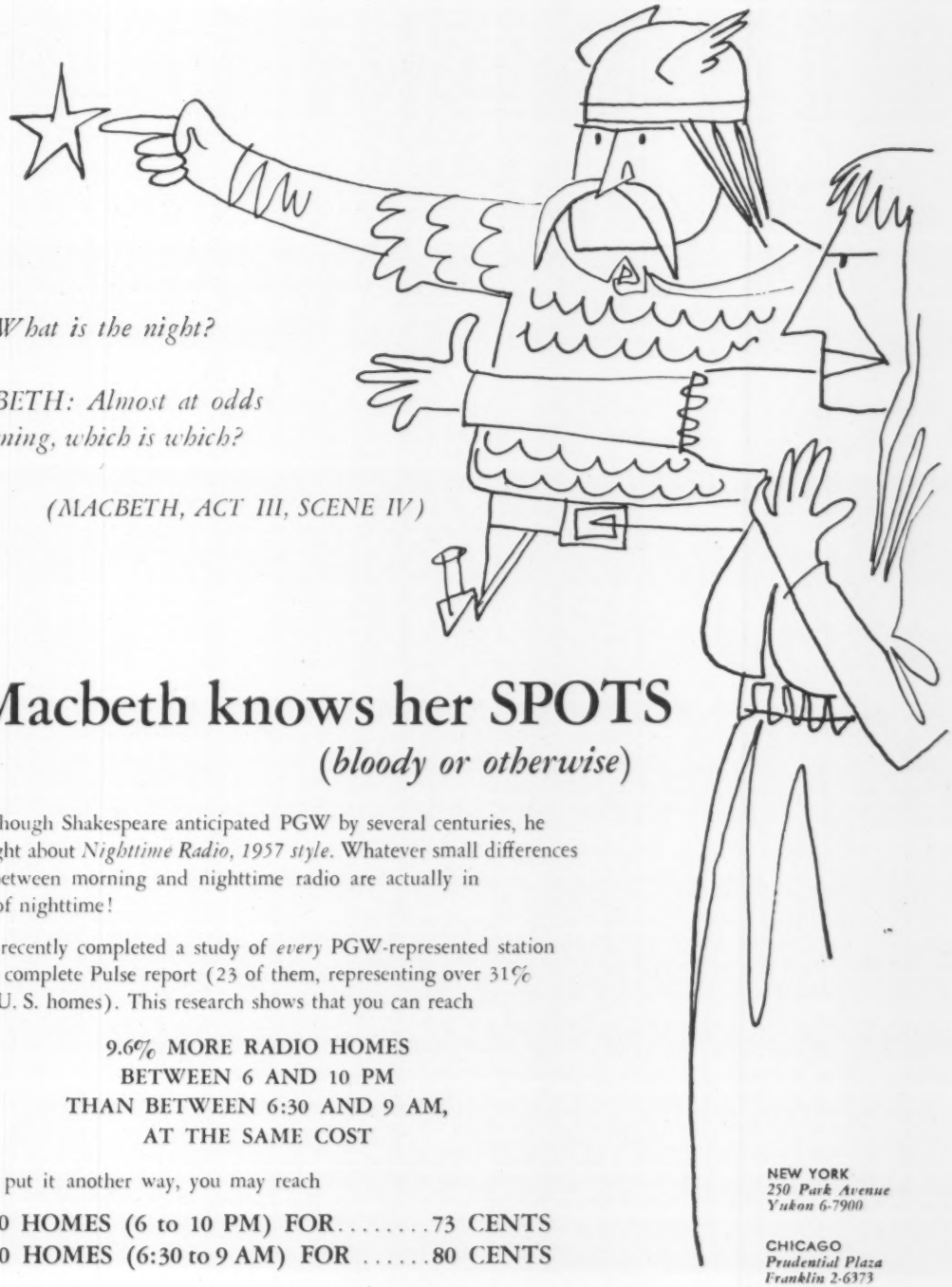
Both NBC Radio and American Broadcasting Network have been weighing question of renewing NRI, largely on grounds it treats vast out-of-home audience as a "bonus." ABN, which originally gave notice it would drop NRI when the present contract runs out some months hence, was reported to be still in negotiation with Nielsen.

ABN also has been discussing with Pulse Inc. the possibility of developing a national service that would include out-of-home.

In subscribing to the revised NRI, NBC Radio officials reportedly took the position that it is the best available comprehensive measure of "fixed-location" radio usage. While acknowledging that efforts to de-develop a satisfactory, practical means of measuring out-of-home listening have not been successful thus far, NBC authorities regard continued efforts as essential and say they will continue to work toward development of a service that won't short-change radio.

Griffiths Goes to Networks

REP. Martha W. Griffiths (D-Mich.) last week followed up with a direct appeal to the networks her unsuccessful bid to the FCC for radio-tv time to publicize a U. S.



MACBETH: What is the night?

LADY MACBETH: Almost at odds with the morning, which is which?

(MACBETH, ACT III, SCENE IV)

Lady Macbeth knows her SPOTS

(*bloody or otherwise*)

Even though Shakespeare anticipated PGW by several centuries, he was right about *Nighttime Radio, 1957 style.* Whatever small differences exist between morning and nighttime radio are actually in favor of nighttime!

PGW recently completed a study of *every* PGW-represented station with a complete Pulse report (23 of them, representing over 31% of all U. S. homes). This research shows that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, you may reach

1000 HOMES (6 to 10 PM) FOR.....73 CENTS
1000 HOMES (6:30 to 9 AM) FOR .....80 CENTS

These challenging facts are worthy of your intense interest. Want a copy of the report?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Building
Murray 8-5667

FORT WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

Public Health Service report associating smoking with lung cancer.

The request was made in letters to ABC, CBS, Mutual and NBC. Earlier, Rep. Griffiths had asked the Commission to authorize time on all networks, both radio and tv, but was rebuffed on grounds the FCC has no power to require broadcasters to carry—or refrain from carrying—certain programs [B•T, Aug. 5].

Hamilton, Hines Named To Direct ABN Programs

APPOINTMENTS of William D. Hamilton and Drex Hines to the newly-created posts of national program director and assistant national program director, respectively, of the American Broadcasting Network were announced last week by Stephen B. Labunski, ABN vice president in charge of programming. The posts were created, Mr. Labunski said, to "expedite production of new live personality radio programs planned for this fall."

Mr. Hamilton has been eastern program manager of ABN since January 1954. Earlier, he had served as a radio director, senior director and eastern production manager. Mr. Hines joined ABN as a producer-director in 1953. Previously he had been a freelance producer, serving Mutual and National Assn. of Mfrs.

MR. HAMILTON MR. HINES

CBS Joins CBC to Circumvent Dulles Ban on Travel in China

CBS NEWS is taking the slow boat to Red China. Denied access behind the Bamboo Curtain by official U. S. State Dept. policy, the network last week confirmed that it has teamed up with Canada's state-owned Canadian Broadcasting Co. in a move to garner news from the Chinese mainland.

CBS News Director John Day said the network had been in negotiation with Canadian officials since June and that neither was to have made public the arrangement until the matter of visas (for Canadian reporters) has been completed. The *Toronto Star*, however, tipped both broadcasting chains' hands in an exclusive story published last week.

The arrangement would work as follows: CBC would dispatch to China a crew consisting of political commentator Charles Lynch, news photographer Robert Crone and newscaster Larry Henderson, with the Canadians paying these men's salaries and CBS picking up the out-of-pocket tab, such as travel expenses, sustenance, etc. CBC would retain supervisory control over its crew with assignments being made by both CBC and CBS.

Boiled down to startling simplicity, the system was described by Mr. Day as "CBC having the manpower, we having the funds."

Both Washington and Ottawa have refused to recognize the Mao-Chou regime, but Canada, unlike the U. S., has never issued an official ukase prohibiting travel by newsmen in Red China.

Although Secretary of State John Foster Dulles has made clear his position on this matter, he admitted during a news conference May 14 that it would not be counter to U. S. policy for domestic newsgathering services to employ foreign sources.

CBS, while officially abiding by the Dulles ban, privately is understood to have been opposed to it even though it has had to chastise two of its star correspondents, Edward R. Murrow and Eric Sevareid, for stating their opposition to the ban on the air. The network carried dispatches recorded in Red China earlier this year by William Worthy, correspondent of the *Baltimore Afro-American*, who entered Red China along with a reporter-photographer team from *Look* magazine in open violation of the Dulles edict.

THE American Broadcasting Network has hired two "experts in creating musical themes" to work on all phases of musical programming and promotion for the network and ABC o&o radio stations, according to an announcement from ABN President Robert E. Eastman last week. Composers (l to r) Eric Siday and Austen Croom-Johnson, shown during a rehearsal, also will offer their services to ABN affiliates in markets where they are not already committed.

NBC Radio to Carry Bout

NBC RADIO will broadcast the middleweight championship bout between Ray Robinson and Carmen Basilio Sept. 23, starting at 10 p.m., under the sponsorship of the Gillette Safety Razor Co. Maxon Inc. is the agency. The contest will not be carried on home television but Theatre Network Television Inc. is arranging a closed circuit tv presentation to theatres.

MBS Says 14 Independents Have Asked for Affiliation

MUTUAL'S new president, Paul Roberts, a Los Angeles broadcaster, in officially taking over command of the network last week announced that 14 independent radio stations have applied for network affiliation. The stations currently are being "processed." One new affiliate was KLLL Lubbock, Tex., which MBS started to service Thursday.

The ownership of the network officially changed hands Wednesday. The network was purchased by the new owners from RKO Teleradio Pictures Inc., a subsidiary of General Tire & Rubber Co., Akron, for $550,000-plus [B•T, Aug. 5, July 29].

New officers of the network are Armand Hammer, board chairman; Mr. Roberts, president; H. Roy Roberts, treasurer; Frank P. Barton, secretary; Bertram J. Hauser, executive vice president. They were named to Mutual's board, along with Arthur Brown of New York and L. M. Halper of Los Angeles.

Mr. Hammer is president of Occidental Petroleum Corp., Los Angeles. H. Roy Roberts is a California realtor and oil operator. Mr. Brown is president of Starrett Corp., New York, and Mr. Halper is president of Halper Construction Co., Los Angeles. Mr. Barton is a Los Angeles attorney.

Mr. Roberts, operating head of Mutual, is president of FM Corp., Los Angeles, and vice president of Audio Sales Inc. Before he entered radio, he founded and published three trade publications.

Mr. Hauser was vice presient of Mutual for nine years, resigning in 1955 to become a broadcasting consultant. Earlier, he had been with NBC 14 years, serving in executive capacities in advertising, promotion and sales.

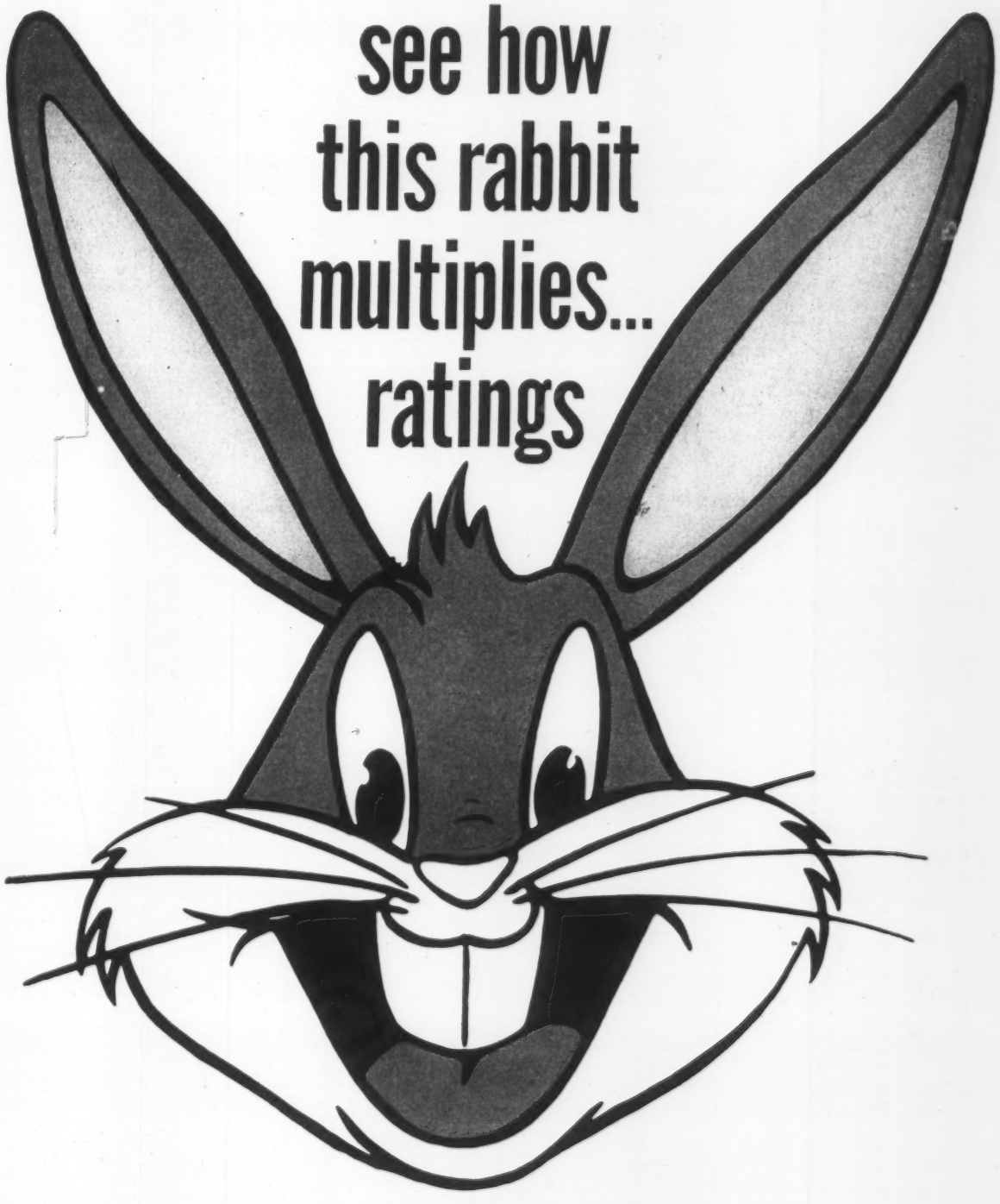
CBS Radio Makes 3 Big Sales To Pond's, Chrysler, Hot Point

THREE major sales were charted by CBS Radio late last week. Chesebrough-Pond's through McCann-Erickson, New York, has signed a 12-week contract, effective Sept. 14, for *The Vaseline Hair Tonic Football Scoreboard*, a Saturday afternoon roundup of gridiron scores by regions.

Also through M-E, Chrysler Corp., gearing its institutional sell for the 1958 line of models due in showrooms the first week of October, has ordered 11 weekly participations for a four-week period starting Oct. 3.

Hot Point Co. (General Electric Co.), through Maxon Inc., Chicago, will sponsor eight 7½-minute units of daytime serials for a six-a-week period starting Aug. 26 on alternate week basis. Additionally Hot Point, for its new line of 1958 ranges and refrigerators, has ordered a six-week long Saturday segment of the *Robert Q. Lewis Show*.

see how this rabbit multiplies... ratings



Some mathematician, *Bugs Bunny*. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KROD-TV, El Paso, Texas, six-fold — jumping from a last-place 4.8 to a first-place 28.1 (ARB, May). Warner Bros'. *Popeye the Sailor* gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May—nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons . . . a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
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LOS ANGELES

THERE'S NO SUMMER SLUMP at K-NUZ

Like the Texas Temperature Our Billing is Going UP . . . UP . . . UP During the Summer Months

(Jan.-June, 1957 Percentage Increase Over the Same Period in 1956)

Local Sales ..... 26% Increase

Regional and National Sales ... 148% Increase

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

JOIN THE GROWING LIST OF K-NUZ ADVERTISERS WHO ENJOY *SIZZLING SUCCESS STORIES!*

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

LONG WAY HOME

TED HUSING, veteran sportscaster who served CBS for almost 20 years, will return to the network after a 10-year absence. Mr. Husing has been signed to a long-term (more than five years) contract by CBS Radio to provide color commentary on the network's broadcasts of college football and basketball, horse racing, championship golf and tennis play plus other special sports events. Mr. Husing left CBS in 1946 to join WMGM New York as a disc jockey and remained there until 1954 when a brain tumor forced his retirement. CBS Radio officials said he is "recovering rapidly" and is well enough to resume his career.

Linkletter Sues 'Truth' Parties

CHARGING that *To Tell the Truth* on CBS-TV is a copy of a format originated on *People Are Funny* on NBC-TV some years ago, People Are Funny Productions, owned by Art Linkletter, its conductor, and John Guedel, producer, last week filed a $1,100,000 plagiarism suit in Santa Monica (Calif.) Superior Court against Goodson-Todman Enterprises, packagers of *To Tell the Truth;* Pharmaceuticals Inc., the program's sponsor; CBS Inc. and KNXT (TV), CBS o&o tv station which broadcasts the program in Los Angeles.

AROUND the ABC-TV shop they call him "Jock Manton," the way he's listed in the show credits, as assistant director of *John Daly and the News.* But when he puts on his smock, he goes back to plain old Archimedes Aristides Michael Giacomantonio. Here (l to r) are artist, bust and boss, Leonard H. Goldenson, president of American Broadcasting - Paramount Pictures Inc., who autographed the sculpture while it was still in the wet plaster stage. Other subjects sculptured by the artist, according to *Who's Who,* include Gen. Dwight D. Eisenhower, Christopher Columbus, the Shah of Iran, Abraham Lincoln, actress Janet Gaynor and numerous officials on both sides of the Atlantic.

THE CYCLORAMA of the Battle of Atlanta is viewed each year by thousands of visitors to Georgia's capital city. Also famous on the Georgia scene is WAGA-TV, Atlanta's leading television station. WAGA-TV reaches more people with more spendable income in Georgia's richest markets than either of Atlanta's other stations. You get more viewers, too, as ARB and Pulse ratings prove month after month.

CHANNEL 5 ATLANTA
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CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.

REPRESENTED BY CBS RADIO SPOT SALES

FILM

SG DISTRIBUTION PLANS REVEALED FOR 600 PRE-'48 UNIVERSAL FILMS

- **Set for immediate release: 'Shock Package'; others to come**
- **Rumors revived on possibility of SG 'spinoff' from Columbia**

SCREEN GEMS Inc., Columbia Pictures Corp.'s tv subsidiary, is wasting little time setting up distribution plans following last week-end's signing of a contract with Universal Pictures Corp. [AT DEADLINE, Aug. 5].

The contract, culminating months of negotiations for 600 pre-1948 Universal films at a minimum guarantee (to Universal) of $20 million over a seven-year period and possibly going as high as $30 million over the next 10 years [B•T, July 15], provides for SG to receive a graduated scale of distribution fees and leaves Paramount Pictures Corp. as the lone major studio "hold-out" from tv. (It is expected Universal will reap about $3 million in tv income without losing rights to story material or other benefits, for example, remake, theatrical reissue or overseas rights.)

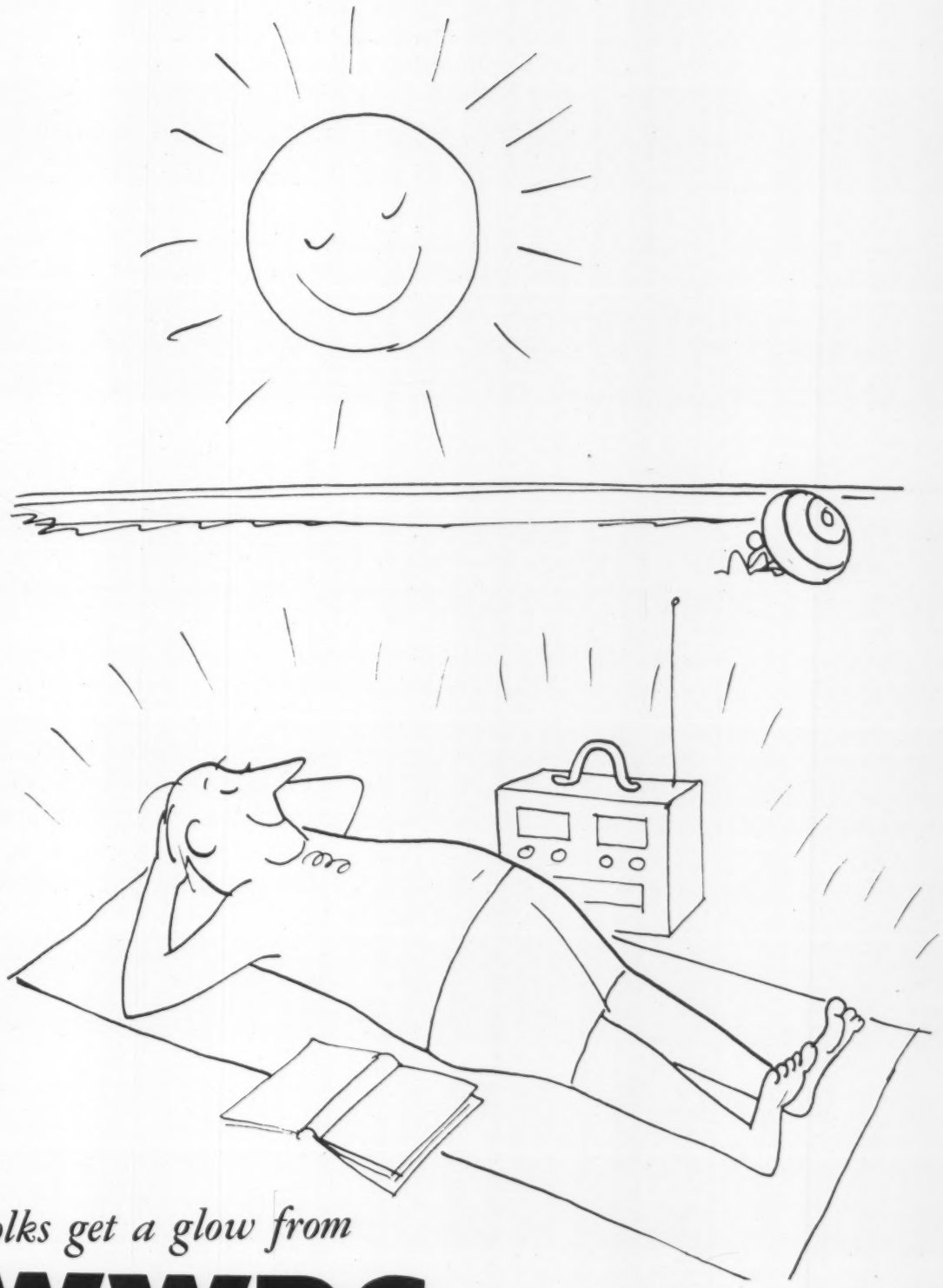
SG already has prepared for immediate release a group of 52 Universal films dubbed "Shock Package." Consisting of Universal's money-making spine tinglers such as "Frankenstein," "Dracula," "The Invisible Man," "House of Horrors," "Werewolf of London," "The Mummy," "The Cat Creeps" and "Horror Island," the Shock Package will be only the first of many "packets" to be syndicated by SG. Others planned for the future are understood to be westerns (example, Randolph Scott), musical comedies (example, Deanna Durbin, Donald O'Connor) and comedy classics (example, Abbott & Costello, W. C. Fields).

According to Ralph M. Cohn, vice president and general manager of Screen Gems, "We decided to make these thrillers our first release because the grouping of feature films with a common mood provides advertisers and broadcasters with solid and continuous programming themes. This is best demonstrated by the success of our "Hollywood Mystery Parade," which went on the air for the first time only last fall and has become extremely popular with audiences all over the country."

This bonanza for SG has revived Wall Street speculation—rampant in past months—that Screen Gems will be spun off from Columbia Pictures Corp. as a wholly-separate entity. One faction of the speculators claims SG is so self-sufficient that it would do better on its own, that is, not plow back monies into the parent company. They also are of the feeling that such a spinoff would work as a tax-gain move and be greeted favorably by Columbia shareholders. Conversely, other Wall Streeters feel it is just SG's extremely healthy position that would make such a spinoff unlikely. They point to SG's $20 million gross income from tv for fiscal 1957 (ended last June 30)—a major portion of it stemming from pre-1948 feature film distribution as opposed to SG's film production work, such as *Father Knows Best*—and add that SG has been the only moneymaker in Columbia President Harry Cohen's stable, and that a spinoff of SG would be akin to "killing the goose that continues to lay golden eggs." (Also see investment survey, page 66.)

Announcement of the Universal-SG pact

PARTICIPANTS *in the signing of the $20 million minimum guarantee television distribution deal under which Screen Gems will handle tv distribution of approximately 600 pre-1948 Universal Pictures are Milton R. Rackmil, president of Universal (seated), and (standing, l to r) Norman Gluck, Universal tv operations head, Burton Hanft, SG vice president for business affairs and Jerome Hyams, SG director of sales.*



Folks get a glow from

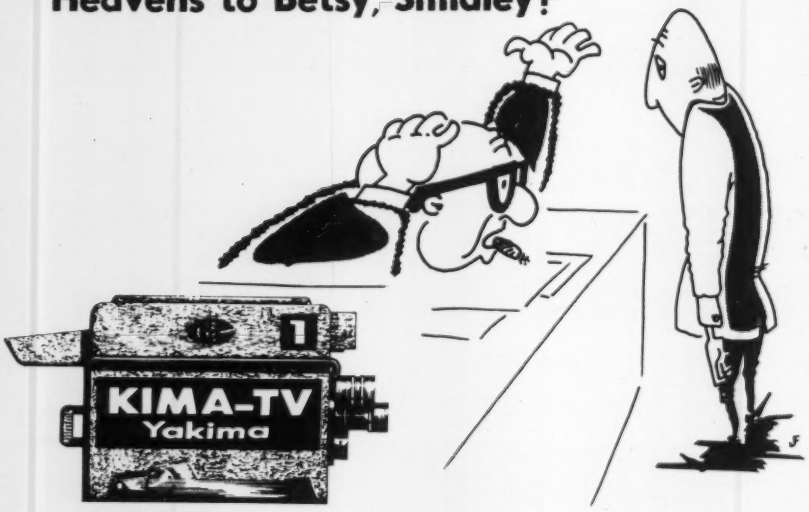
WWDC *radio*

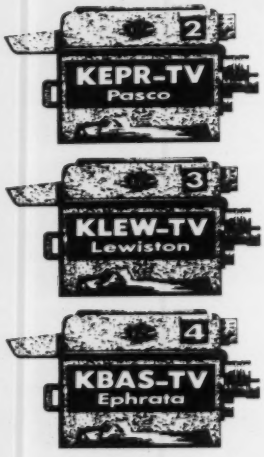
Represented nationally by John Blair & Company

* PULSE: Jan.-Feb., March-April, May-June 1957

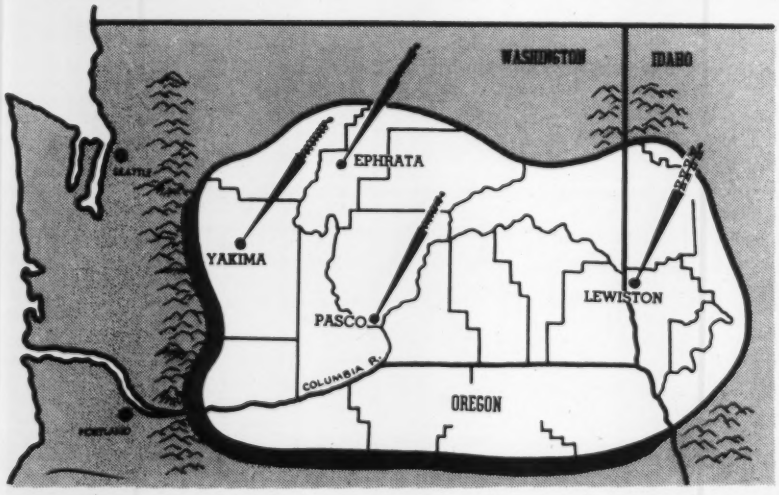
***1st *six straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

Heavens to Betsy, Smidley!





We've not a thing against Toledo, San Diego or Nashville . . . but Cascade's bigger than ANY of them! Why, Cascade's coverage area is bigger than Massachusetts, New Hampshire, Vermont, Connecticut and li'l ole Rhode Island combined! The Cascade four-station television network delivers more area, more people, and, by the way, more *results* than any single TV buy in the West. Let's not drop the old ball again, Smidley.



CASCADE
BROADCASTING COMPANY

a CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

helps confirm claims that Screen Gems now is the biggest syndicator in the industry, with well over 1,500 pictures "on file" [B•T, June 17]. In addition to 600 Universal features, including such attractive money-makers as "Destry Rides Again," "The Killers" and "The Egg and I," SG has:

- 247 films already passed on by Columbia to SG for distribution.
- 400 Columbia films as yet untapped, but available in time.
- 445 films purchased along with Hygo-Unity Tv (including 310 British and U. S. made theatricals of all types and 135 westerns).

All told, SG now has, or will have (figuring the 400 Columbia films "on file") 1,692 films to be shown on tv over the next decade.

Also profiting from this contract will be Decca Records Inc., which owns more than 80% of Universal's outstanding common stock. Decca includes in its income more than 80% of the undistributed earnings of Universal as well as dividend payments made by Universal. For the calendar year that ended Dec. 31, 1956, Decca reported a gross income of $26.8 million, a net income of $4.5 million of which $1.5 million represented its equity in Universal's undistributed earnings and $902,906 in Universal-paid dividends.

Universal always has maintained it never would sell its product outright to tv as have RKO and Warner Bros., feeling that old films neither die nor fade away [B•T, May 6]. In the $20 million contract with SG, Universal-Decca has not sold any rights; it merely has appointed SG as its distribution agent for "part of the take." It represents the first instance of one film company assigning distribution rights for its product to one of its rivals. Signatory parties to the contract were Universal-Decca President Milton R. Rackmil and Columbia Pictures Corp. Vice President Leo Jaffe.

Vogel Proposes 19 Nominees For Loew's Board Membership

IN THE continuing battle for control of Loew's Inc., parent company of MGM-TV, Loew's President John R. Vogel last week proposed a slate of 19 nominees for the board.

Included are Francis W. Hatch, vice president and director of BBDO (Boston office); Robert H. O'Brien, formerly an AB-PT executive and newly-appointed financial vice president of Loew's; actress Helen Hayes; Bennett Cerf, president of Random House Inc. and a tv personality, and General of the Army Omar N. Bradley, board chairman of the Bulova Research & Development Labs.

Mr. Vogel has called a special stockholders' meeting Sept. 12 in New York to elect a new and expanded board and to consider the removal from the board of two directors, Joseph Tomlinson, a Canadian contractor, and Stanley Meyer, former motion picture and tv executive.

A series of court proceedings is being instituted to decide the legality of a rump meeting held two weeks ago by the Tomlinson faction [B•T, Aug. 5, July 29].

*IN THE 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET REACHED BY WSJS-TV

CALL HEADLEY-REED FOR THE BIGGEST, RICHEST MARKET IN THE SOUTHEAST

PROLIFIC PROFITS FROM POPEYE

AAP, stations, manufacturers all win in series' merchandising plan

A FILM SERIES distributed by Associated Artists Productions Inc. to tv stations for the viewing pleasure of moppets is in the cleanup spot in AAP's fast-expanding merchandising operation.

AAP's merchandising arm is new. For now all its activities center on one property —the Popeye cartoons, to which AAP acquired tv rights from Paramount more than a year ago.

But it is in the intertwined arrangements and contracts that AAP has made with stations, manufacturers and department stores that the distributor appears to have few peers in a field confined in large part to a network or individual advertiser operation.

The plan as worked out by AAP—and in force with a substantial number of stations now programming the Popeye series—is one that was conceived to profit not only the distributor but also the stations and the Popeye-licensed manufacturers of sundry toys, games and clothes for children.

Tailoring of the plan is cut to such a precise measure that AAP says it is conceivable for just about any of the stations which participate in the "overall" promotion to recoup a substantial part of the investment made for the film by the time its AAP contract runs out. Thus, AAP feels, a station can pay off most expenses of the film and chalk up proceeds from local sponsorship as gravy.

As AAP points out, Popeye licened merchandise has been offered for sale in the past. But tv—and the popularity of the cartoons in various markets around the country—have brought a virtual boom to the Popeye character toy market.

AAP has sold the series in about 80 markets. As of last week, slightly more than half of the stations already were programming the cartoons.

When AAP first approached the idea of merchandising its Popeye shorts, there were some doubts. To begin with, experts in the film field advised that merchandising a syndicated show (market by market) was not only unusual but difficult. Among the obstacles: cartoons were being distributed in different markets and not every purchase was the same; different local sponsors selling unrelated wares were associated with cartoon programs; stations purchasing the series were of different size and strength and many were without a merchandising or promotion department. In addition, some stations were stand-offish to any promotion that smacked of merchandising and most of the cartoon shows were sold out fully to sponsors leaving no room for promotion messages in the program.

But AAP also was aware that in network merchandising activities stations for the most part had no control over the promotion program nor did the station as a rule derive revenue from the merchandising activity.

For several months AAP studied the situation and last April at the NARTB convention announced that it had a new profit-sharing plan that would give stations part of the income from royalty payments on Popeye character products.

This is the sequence of events: AAP in July 1956 acquired the tv rights to Popeye cartoons from Paramount Pictures Corp. and King Features for $2,250,000. In this agreement, AAP received the tv proprietary rights from Paramount while from King it obtained an exclusive arrangement for certain tv uses of the character which is a star in the syndicated comic strip stable of King Features.

The merchandising plan encompasses three types of participation or merchandising "packages." In the "overall" plan: Stations air 15- or 20-second promotional spots within the Popeye program or, if there is a sponsor conflict, in some other time periods. AAP arranges department store tie-ins to promote both the merchandise and the program that is on the station. If the program has a live children's audience, the merchandise is plugged via giveaways.

At present AAP has about 22 stations participating in this "overall" plan. Among them: WPIX (TV) New York (the first, started April 29); WEAR-TV Pensacola, Fla.; KTLA (TV) Los Angeles; WBZ-TV Boston; CKLW - TV Windsor - Detroit; WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; KVTV (TV) Salt Lake City and KFDA-TV Amarillo, Tex.

A second version of this merchandising plan (some of the 22 stations also take part in this as well as a third part) used by AAP is what is referred to as a "direct sell" promotion. In this, the station in its Popeye program or in other time promotes specific Popeye licensed merchandise. The third version features a new toy that AAP helped design and called "Colorforms," a game that has cut-out patterns. The local personality emceeing the Popeye program asks viewers to send their money to the station.

The manufacturer pays a license fee to King Features to use the Popeye character in the particular merchandise to be offered. He also pays AAP a royalty commission—varying from 2.5% to about 7%—based on his gross sales, for the tv promotion of the merchandise. Of this amount, 50% is retained by AAP to defray its expenses and 50% goes to the participating station, a formula worked out according to set count in the market. For the "direct sell," the station pockets 50% of the profit (for example, a two-third Popeye record album was developed and is being distributed nationally by Cabot Records. Income from on-the-air sale of the discs are shared with tv stations which feature the album on their Popeye shows and other spots).

Among the manufacturers licensed are some of the top companies in the toys, games and novelties field, including such names as Transogram Co., New York, Gund Mfg. Co., New York, and Mattel Inc., Los Angeles. But AAP's Paul Kwartin, director of merchandising, notes that none of these manufacturers is a heavy national user of radio or tv and thus is not using funds which otherwise would be used for broadcast media budgets.

The list of merchandise is staggering. Nearly 50 items appear on a list of Popeye-licensed articles. They vary from pocket flashlight, puppets and jacks-in-the-boxes to wood block puzzles, metal-craft tapping sets, dinnerware, belts and suspenders, T-shirts and trousers, to masquerade costumes, dolls, jigsaw puzzles, pencils, pajamas, popcorn, lollipops and comic books.

Latest introduced (Aug. 1) was a Popeye "ge-tar," a musical toy especially designed by Mattel, which claims to be the largest maker of musical toys in the world and itself has used tv successfully.

AAP's department store tie-ins have been going great guns. In New York, repeat performances have been held at Macy's, both in its downtown store and in suburban Garden City. Bamberger's in Newark, N. J., has had a Popeye Day, as has Jordan March in Miami. Wanamaker's in

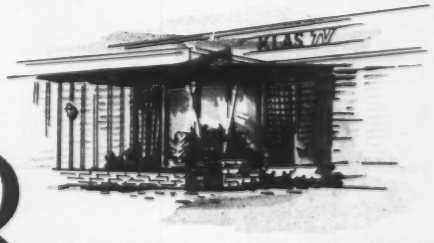
POPEYE *licensed merchandise blooms in this in-store display —a representative selection of puppets, "punch me's," beach balls, balloon pipes, toy sailboats and T-shirts, all built around the comic strip character that has become big tv business, seen at Macy's department store in New York.*

TOP
TV IN LAS VEGAS FOR FOUR YEARS

ACCORDING
TO ALL
COMPLETED SURVEYS,
PULSE, ARB*

Four years of Undisputed Leadership . . .
Four years TOP coverage . . .* Four years TOP ratings.
TOP Power with 55,000 Watts
Four years TOP programming with the Best of CBS

AND OF COURSE
TOP promotion in the TOP morning newspaper in Southern Nevada, the Las Vegas Sun !



KLAS-TV CHANNEL **8** LAS VEGAS, NEVADA
CBS TELEVISION NETWORK

GENERAL
ADVERTISING
MISSES
573,000
SPANISH-
SPEAKING
PEOPLE IN
METROPOLITAN
LOS ANGELES

KWKW
DELIVERS
THIS
CITY-WITHIN-
-A-CITY!

KWKW
PASADENA · LOS ANGELES
Spanish Language Station

L. A.—RYan 1-6744
S. F.—Theo B. Hall
Eastern Rep.—National Time Sales

Philadelphia is set for Aug. 17 and a tie-in with the Food Fair supermarkets is set for the Lebanon, Pa., and Philadelphia areas (was to start last Friday and continue through today). This phase of the promotion brings the local tv personality on the Popeye programs to the store to see the young viewer and in the process Popeye merchandise is on display and for sale.

Will AAP stay with Popeye? Indications are this is only the beginning. Once the organizational phase is over in the Popeye merchandising, AAP can be expected to move similar plans for Bugs Bunny and other Looney Tune characters (the company distributes those cartoon films acquired from Warner Bros.).

United National Begins Filming of 'Indemnity'

FILMING of United National Film Corp.'s first tv film series, *Indemnity*, was to start today (Monday) in Dallas. To be shot are 39 half-hour episodes in the series that will star Richard Kiley. Al Gilkes, Academy Award winner for his work on "American in Paris," is cinematographer, and Frank Telford (*Kraft Theatre, Robert Montgomery Presents* and *Halls of Ivy*) is director.

MR. SIMONS

United National is the new corporate name for Dallas Film Industries Inc., formed recently by a group of Dallas businessmen. A. Pollard Simons is chairman, Roy R. McKee, treasurer, and James N. Landrum and P. B. Garrett, vice presidents.

Byrna Productions Enters Tv

BYRNA Productions, independent film company whose principal stockholder is Kirk Douglas, is entering the tv film field with an action-adventure color series, *King of the Vikings*. Edward Lewis, who will write and produce the series, has completed the first five scripts and negotiations for sponsorship have been started by the Steiner Agency, handling the package.

The tv series will utilize the sets, costumes, ships props and armor now being used for the theatrical motion picture, "The Vikings" a Kirk Douglas production to be released by United Artists, with Mr. Douglas starred. Plans are for the video programs to be released for broadcast in the fall of 1958, six months after the movie has begun its theatrical run.

Four Star Announces Expansion

FOUR STAR FILMS INC., owned by Dick Powell, David Niven, Charles Boyer and William Cruikshank, has announced a $6.4 million "overall production program", involving 160 half-hour telefilms, with $1 million to be spent on 21 films on which production begins in the next few weeks.

Tv Now Prominent In Movie Finances

TV ACTIVITY—in the production of tv film (programs, commercials, etc.) and in leasing of feature libraries—has become an integral part of the motion picture industry.

Thus, tv stands out in Wall Street evaluation reports of the movie colony's financial strength.

In the latest Value Line investment survey by Arnold Bernhard & Co., New York, investment adviser, Hollywood is seen as entering a period of "more favorable business climate," with theatre attendance for the first six months of 1957 showing a 4% gain, the greater portion of an expanded output yet to be released and the industry no longer depending on the production and exhibition of conventional pictures but diversifying its interests into enterprises unrelated to the movies.

Tv angles in the company-by-company study include:

• American Broadcasting-Paramount Theatres. Degree of success ABC-TV has in selling prime-time hours in next fall's schedule to advertisers "may well go far toward determining how profitable the 1957-58 season [for ABC-TV] will turn out to be."

Should the bulk of this unsold time be underwritten by sponsors, a trend toward improvement in earnings should set in the second half of this year and extend well into next year. "Over the next few years, ABC's revenues will probably resume a healthy growth trend."

• Columbia Pictures Corp. Screen Gems is "sparking a rise in sales which may bring Columbia's gross income up to the $100 million mark for the 1957 fiscal year (ended June 30)." Screen Gems, which is Columbia's tv subsidiary, has grown "remarkably" in the last three years, increasing gross revenues from about $3 million in fiscal 1954 to about $11 million in fiscal 1956. Predicted is a gross income of $20 million in fiscal 1957. The parent company's gross income in 1958 "should be further enhanced by sales growth of the tv subsidiary." (Also see Screen Gems story, page 60.)

• Twentieth Century-Fox. Since the company is releasing most of its "big" pictures this year during the second half and because tv income and dividends from foreign theatre subsidiaries also ought to be larger in the final six months, Value Line predicts $3.50 a share in full year earnings (compared to $2.34 last year).

• Warner Bros. The company "will probably develop into a major supplier of new film products for the television industry." Evidence supporting this prediction: a $15 million production schedule of new entertainment and commercial films for tv during the coming year; plans to spend $1 million to remodel three motion picture sound stages for tv film use and for a new building specially designed to tv requirements.

Producer's Library Service

JACK REILLY, formerly head film librarian at MGM, and Reggie Lyons, formerly in the same position with RKO, have joined forces with Paul Eagler, process and produc-

Schafer
Northern Pike
Esox Lucius
Native to Michigan's shallow, weedy lakes and rivers, this fierce looking customer is caught by angling, trolling, casting, and spearing through the ice.
Original sketch by conservationist Charles E. Schafer

Put your money where the people are

Are you reaching pike instead of people? Summer, winter, spring and fall, WWJ's Hi-Fi signal, personalities, music, and news concentrate on the millions of big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day . . . *every* day.

Hit Your Real Michigan Target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary area.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

tion cameraman who has operated a library of process backgrounds and stock scenes, to form Producer's Library Service at 932 N. La Brea Ave., Hollywood. PLS offers editing and storage facilities for the independent tv or motion picture producer's stock film, which PLS will rent to other producers, dividing the fee 50-50 with the owner of the film, and also offers a film library service to provide the independent producer with whatever type of stock footage he needs.

Small's TPA Interest Purchased by Gordon

MILTON A. GORDON, president of Television Programs of America Inc., New York, announced Wednesday he has purchased the interest held in the company by co-partner Edward Small and that Mr. Small has resigned as board chairman of TPA. Price is estimated at $2 million.

At the same time Mr. Gordon announced a new plan whereby in the future both stars and producers of new series for the first time will have the opportunity to share in not only the profits of the programs in which each already participates but in TPA's over-all profits as well. This will be accomplished by setting aside a certain number of the shares in TPA previously held by Mr. Small to be acquired by talent, according to Mr. Gordon. This commonwealth plan never before has been applied in either television or feature film production, nor in any branch of theatrical production, Mr. Gordon claimed.

The profit participation plan is intended for future productions and as an incentive for outstanding talent, according to Mr. Gordon.

Mr. Small's departure from TPA was entirely amicable, Mr. Gordon declared, and was occasioned solely by his other business activities. Mr. Gordon expressed regret in losing Mr. Small as a partner. "We started this company just four years ago—without programs and without an organization. The fact that we now are a world-wide organization, with 500 people on our staff and 14 shows on the air can be attributed in great measure to him," Mr. Gordon said.

TPA's first network program was CBS-TV's *Lassie*. It now has on the air *Fury*, *Captain Gallant of the Foreign Legion*, both on NBC-TV, and *Private Secretary* on CBS-TV.

Programs on the air in syndication are: *Hawkeye and the Last of the Mohicans*, *Count of Monte Cristo*, *Mystery Is My Business*, *Stage 7*, *Your Star Showcase*, *Halls of Ivy*, *Ramar of the Jungle*, *Foreign Legionnaire*, *Susie*, *Science in Action* and *The Edward Small Features*. These and *Lassie* and *The Lone Ranger*, both Jack Wrather properties, are distributed abroad by TPA. In addition to current American production, *Adventures of Tugboat Annie* is being produced in Canada and *New Adventures of Charlie Chan* in England and on the Continent.

Mr. Gordon stated that no executive changes whatsoever are contemplated at this time. Michael M. Sillerman will continue as TPA's executive vice president and Leon Fromkess, in the Hollywood office, as vice president in charge of production.

MR. GORDON MR. SMALL

Paramount Nets $2,359,000, $1.18 a Share, for First Half

PARAMOUNT PICTURES Corp. last week reported consolidated net earnings of $2,359,000, or $1.18 a share, for the first half of 1957, as compared with $2,322,000, or $1.12 a share, for the corresponding period of 1956. Paramount estimated that for the quarter ended June 30, earnings per share would rise to $0.53 as against $0.45 in the 1956 quarter.

ABC Film Marks Overseas Sales

SALES on five program series in four foreign countries have been completed by ABC Film Syndication during the past two weeks, it was announced last week by George T. Shupert, president of ABC Film Syndication.

Highlighting the sales effort was the signing of Corona Brewing Corp., San Juan, P. R., to sponsor Spanish versions of *Code 3* and *Sheena, Queen of the Jungle* in all Puerto Rico. Sale was made through Young & Rubicam, San Juan. Both series are scheduled to start in mid-September on stations to be announced later.

Other foreign sales were to DLAG-TV Manila, P. I., on *Code 3*, *Racket Squad* and *Sheena;* Spanish version of *The Three Musketeers* to Lee Optical Co. for WAPA-TV San Juan and WORA-TV Mayaguez, P. R., *Passport to Danger* to Viceroy cigarettes for YVLV-TV Caracas, Venezuela, and to Ford Motor Co. for TBOL-TV Guatemala City, Guatemala.

Wonderful Productions Formed

FORMATION of Willie Wonderful Productions Inc. as distributor of the *Willie Wonderful* animated tv film series was announced last week by Robert C. De Vinny, president. The package consists of more than 40 four-to-five-minute episodes and will be made available immediately to tv stations. Temporary offices are at 230 Latrobe St., Northfield, Ill., with headquarters in New York to be opened shortly. Mr. De Vinny reported his company has purchased the *Willie Wonderful* package outright from producer Eddie Bracken and that the series has been shown in fewer than 10 markets. Plans are to acquire other tv properties, both cartoons and syndicated series.

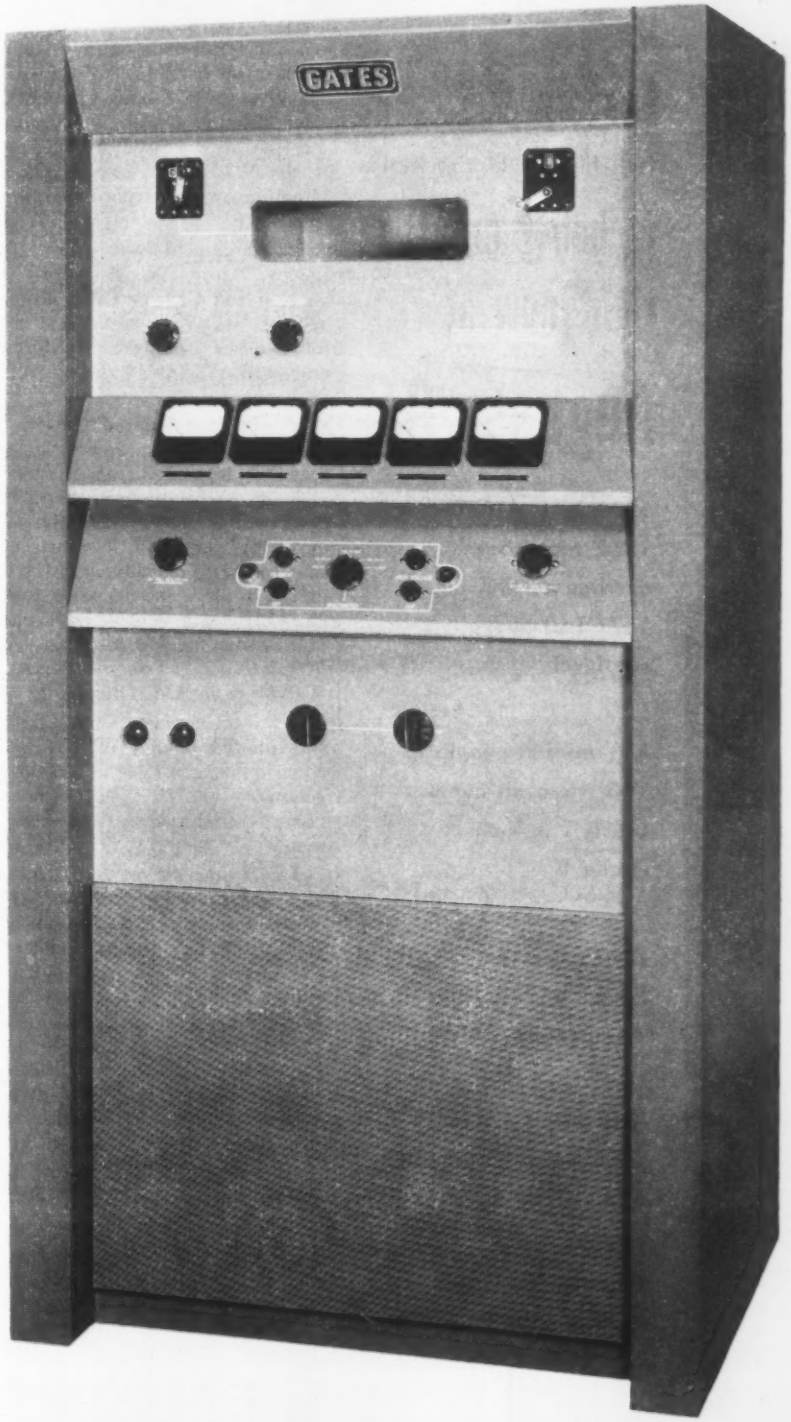
HOW TO ELIMINATE PREMIUM COST WHEN INCREASING POWER

THE GATES BC-250L 250 WATT TRANSMITTER SOLVES THE PROBLEM BY GIVING YOU TWO TRANSMITTERS IN ONE . . .

250 watts today — 1000 watts in 2 hours. Gates BC-250L is actually a 1000 watt broadcast transmitter modified for 250 watts. When higher power comes, a few simple conversion parts do the trick and it takes no more than 120 minutes for the up-power completion. Even holes are drilled for the larger parts while a soldering iron is an unneeded tool. In short, BC-250L was engineered with the knowledge that it would someday be a kilowatt.

About cost? There is no premium! Cost of the Gates BC-250L plus IKW conversion kit is essentially the same as the 1KW model in the first place. So if you are hoping for higher power and limping along now, limp no longer! You can have the world's biggest quarter-kilowatter convertible to broadcasting's finest and newest full-fledged kilowatter at no premium cost when the time comes.

Model BC-250L broadcast transmitter $2995.00 with tubes, crystal and oven. Conversion kit to 500 watts $1133.00. Conversion kit to 1000 watts $1728.00. Prices F.O.B. Quincy, Illinois



GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

THE HIGHEST TOWER
in
Eastern U.S.
(4th highest in the world)
is being erected right now at
Augusta, Ga.

1292 feet above ground
1375 feet above average terrain
1677 feet above sea level

* * *

1½ million people in 100 microvolt contour
OVER 1 million in Grade B

* * *

Over twice the TV homes of the other Augusta TV station

* * *

THE SOUTH'S NEW & GREATEST AREA STATION

* * *

100,000 watts
low band VHF
NBC & ABC networks

WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

Appeals Court Gets First Deintermixture

THE first court test of the FCC's deintermixture rulings involving a station already on the air was submitted last week to a three-judge appeals court in Washington.

Asking that Commission action be stayed —pending full-scale court litigation on the merits—was ch. 7 WTVW (TV) Evansville, Ind. It asked the court to halt the FCC's order deleting ch. 9 from Hatfield, Ind., and the show cause order proposing to modify WTVW's license from ch. 7 to ch. 31 and move ch. 7 from Evansville to Louisville, Ky.

The argument was heard by Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Arguing in behalf of WTVW was Edward P. Morgan; for the FCC, Douglas McCarter, and for now-dark WKLO-TV Louisville, J. Roger Wollenberg.

Mr. Morgan stressed that the FCC had never specifically proposed in rulemaking that ch. 9 be moved from Hatfield to Evansville and specified as a reserved, educational, non-commercial channel. He said if that move was permitted, it would prejudge the show cause adjudicatory hearing on whether or not WTVW should move from ch. 7 to ch. 31. He said WTVW has spent $750,000 in construction and lost more than $450,000 since it began operating in August 1956. WTVW is an ABC affiliate.

Mr. McCarter opposed the grant of a stay on the ground WTVW is asking for court relief prematurely—since the final action on the WTVW show cause order was still to be issued after the hearing, if then.

The Evansville move is one of several in which the FCC has ordered single vhf channels out of cities to make them predominantly uhf. Others, also ordered early this year, involve the moves of ch. 12 from Fresno to Santa Barbara, Calif.; ch. 2 from Springfield, Ill., to St. Louis, Mo., and ch. 8 from Peoria to Rock Island, Ill. These are all in various stages of litigation, before the FCC and the courts. In addition to these vhf deletions, the FCC added vhf channels to a number of cities, such as New Orleans, Norfolk, Miami and Beaumont-Port Arthur, Tex.

Above-890-Mc Resumption To See Only Few Witnesses

A MERE handful of witnesses are expected to testify at the FCC hearing on use of the spectrum above 890 mc when the proceedings resume Sept. 30.

FCC members have been listening to a wide variety of testimony as to who needs what part of the spectrum most since last June, but the hearings are suspended during the customary August recess. Next month, the Electronic Industries Assn. (formerly RETMA) will make its case. So will another representative from Raytheon Manufacturing Co., and perhaps one or two others.

The last testimony regarding broadcasting came from consulting engineer A. Earl Cullum, Jr., who two weeks ago described microwave needs for an educational tv network that would involve 16 southern states and cover "more than 300 accredited colleges and universities."

The closed circuit arrangement would take instructional programs from approximately 32 schools, require "a minimum of five program circuits," and operate for at least six hours a day.

Dr. Robert C. Anderson, director of the Southern Regional Educational Board, told the commissioners such a network might cost $22,500,000, "which will be only about 6% of the region's operating expenditures for instruction."

Senate Confirms Ford For Membership on FCC

THE nomination of Frederick W. Ford to become a member of the FCC was confirmed by the Senate last Monday during a brief respite in the civil rights debate. Mr. Ford had been appointed by President Eisenhower early last month [B•T, July 8] to fill the vacancy created with the expiration of then Chairman George C. McConnaughey's term.

Mr. Ford, 47-year-old attorney from West Virginia, will come to the Commission from the post of Assistant Deputy Attorney General at the Dept. of Justice. His nomination was highly praised by members of Congress and the broadcast industry.

Standing between the new commissioner and the start of official FCC duties is the swearing-in ceremony, which will be held "in about two weeks." He formerly was a member of the Commission staff (from 1947-53) and was the first chief of the Broadcast Bureau's hearing division. Returning to the Commission with Mr. Ford will be his secretary, Emma C. Burke, who has held that post since 1951 at both the FCC and Justice.

Comr. John C. Doerfer was named chairman of the Commission late in June [B•T, July 1] when Mr. McConnaughey left June 30 to enter private law practice. Barring a resignation, the next FCC vacancy will be created June 30, 1958, when the term of Democrat Robert T. Bartley expires.

Radio Assoc. Wins Biloxi V

RADIO ASSOC. Inc., Biloxi, Miss. (WVMI), has been granted ch. 13 there because of its "integration of ownership with (fulltime) management," and the broadcasting experience of its principals. The FCC action, taken Aug. 1, was announced last week.

Two initial decisions had already favored Radio Assoc. over WLOX Biloxi. The first was issued in July 1954, but the hearing was reopened for further information. The second was released in June 1956.

Radio Assoc. is controlled by Odes E. Robinson, 62.8% and James H. McKee, 30.4%. WLOX is owned by J. S. Love Jr., 44.6%; Mrs. Joe Ellis Buie Love, 44.6%; and others.

TELEVISION CLEARING HOUSE ANSWERS THE NEED OF TELEVISION STATIONS THROUGHOUT THE COUNTRY FOR SALABLE, ECONOMICAL, LIVE PROGRAMS

TIME SALES MANAGERS APPLAUD T.C.H. ASSISTANCE IN IMPROVING PROGRAM RATINGS

"Experience with T.C.H. programming plan over the last year and a half has increased salability of local shows,"
state Station Managers

Now, in response to requests, T.C.H. announces its newest service:

PRE-FABRICATED, LIVE, EASY-TO-PRODUCE FORMATS, COMPLETELY PACKAGED, WITH THE ELEMENTS OF PHYSICAL PRODUCTION, CREATED BY THE TOP PRODUCERS OF NEW YORK AND HOLLYWOOD AND TAILORED TO THE NEEDS OF THE SALES AND PRODUCTION MANAGERS OF STATIONS

Other Television Clearing House services:

1. Promotions and contests for current local sponsors
2. Building station ratings
3. Supplying retail merchandising ideas
4. Maintaining the largest warehouse of premiums and prizes in the country
5. Aiding participation shows with merchandise and ideas
6. Supplying furniture, props and the physical elements of production
7. Performing the functions of a New York merchandising department
8. INTRODUCING NEW MANUFACTURERS TO MARKETS AND THEREBY ACTING AS AN ADVANCE TIME SALES SCOUT

THERE ARE NO MONETARY REQUIREMENTS

For further information, phone collect or write to:

TELEVISION CLEARING HOUSE, INC.
(Consultants to the Programs of 139 Television Stations)
157 WEST 57TH STREET, NEW YORK, N.Y.
JUDSON 2-6300

Reducing Ads Under FTC Probe—Anderson

THE Federal Trade Commission's Comr. Sigurd Anderson served notice on reducing aid advertisers last week that their ads are under FTC surveillance.

Testifying before a subcommittee of the House Committee on Government Operations investigating advertising, Mr. Anderson named products which, he said, have agreed to discontinue use of mails for advertising and now have entered over-the-counter business, thus coming under FTC jurisdiction. One such, he said, is Wonder Drug Corp. (Regimen). Regimen recently announced an expanded radio-tv spot program through its agency, Kastor, Farrell, Chesley & Clifford, New York [B•T, July 15, 2]. The FTC has not filed a complaint on reducing aids for four years.

Other witnesses called in for the reducing aid ad probe represented the medical profession, National Better Business Bureau, Post Office Dept. and Food & Drug Administration. The session's first witness, Dr. S. William Kalb, Newark, N. J., nutritionist, was asked about "RDX" tablets, which last year spent $170,350 on television spot. He took one of the pills himself and passed a box around to committee members, remarking that it tastes "very good" and is harmless but won't kill appetite. He said the government should "clamp down" on misleading claims. Dr. Kalb and succeeding witnesses testified that the only way to lose weight is by dieting. Other witnesses repeated a charge by the subcommittee chairman, Rep. John A. Blatnik (D-Minn.), that most reducing aids are worthless, and added that some are dangerous.

A staff spokesman for the Blatnik subcommittee said last week that he hopes to have two interim reports ready before Congress adjourns (possibly the end of this month). One will deal with reducing aids and another with the probe of cigarette advertising conducted in July. At the cigarette inquiry FTC Comr. Robert T. Secrest promised a "fresh approach" by his agency to cigarette ad policing, to be led off by a survey to find what ad terminology means to consumers.

Other subjects the Blatnik subcommittee intends to go into included tranquilizers, health and accident insurance, and administration of the FTC. These are all in preliminary investigation stage. Hearing dates will be announced later.

Schick, FTC Sign Consent Prohibiting Contested Ads

SCHICK Inc. (razors), Lancaster, Pa., and the Federal Trade Commission have signed a consent order prohibiting misrepresentation of a free home trial of the firm's electric razor and from selling used razors as new. The order grew out of an FTC complaint issued April 30.

The complaint cited commercials on network telecasts and other media and alleged that Schick was reconditioning returned razors and selling them as new. According to the FTC, some Schick dealers were unwilling to provide free home trial of the razor, as advertisements promised, nor had Schick required that all do so.

The order does not constitute an admission of any violation of the law.

Magnuson Asks FCC Intention On Fm Switch to Multiplex

SEN. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week asked the FCC what it plans to do about the current fm simplex-multiplex situation. He noted the Commission has extended the deadline for fm stations to switch from simplex to multiplex operation because equipment for the latter system has not been available.

The current extension expires Jan. 1, 1957 [B•T, June 17], and is the third such reprieve given fm outlets. First ordered to switch to multiplex operation in March 1955, they were given until July 1, 1956, to comply. This deadline later was extended one year and the latest ruling added another six months for simplex operation.

Using multiplex, an fm station can transmit functional music to business houses simultaneously with its regular programming; under simplex only one program can be carried at a time.

What happens when you take
1
2
1 You find that the San Francisco-Oakland metropolitan area alone is the nation's 7th market. (1957 Sales Management Survey of Buying Power)
2 You discover that KPIX has been the top station, sign-on to sign-off, Sunday through Saturday, every month for the last sixteen months. (ARB Reports)
3
WESTINGHOUSE BROADCASTING COMPANY, INC.
RADIO — BOSTON, WBZ+WBZA; PITTSBURGH, KDKA
CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND;
PORTLAND, KEX
TELEVISION — BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;
CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX
KPIX REPRESENTED BY THE KATZ AGENCY, INC.

Comments Back Plan For Uhf Boosters

FURTHER favorable comments have arrived at the FCC praising the Commission's proposals to permit boosters in remote areas for uhf stations [B•T, Aug. 5].

FCC officials have endorsed their use under certain restrictions such as the requirement that they stay on the same channels with mother stations where signals are merely amplified or retransmitted.

ABC approved. So did NBC, which said, "There is a real need for co-channel boosters." But CBS went along with modifications, one of which called for a "less severe burden" on station management than being required to make official identification booster breaks during actual programs.

Electronic Industries Assn. (formerly RETMA) wanted the Commission to go ahead with its would-be authorizations. It commended "the accomplishments of the Commission in its continued efforts to help the uhf tv broadcaster."

Another such was the Joint Council On Educational Television, which said the proposals were justified for "severely handicapped" uhfs. But it questioned the merits of locating boosters within 68-mile ranges which it said "may cause objectionable interference." Because of this, JCET inquired whether other spacing requirements might be considered.

A handful of uhf stations were all for the idea: WTVP (TV) Decatur, Ill.; WSEE (TV) Erie, Pa.; WNAO-TV Raleigh, N. C.; and KCOR-TV San Antonio, Tex. They told the FCC it would improve uhf coverage by filling in shadow areas, encourage greater use of uhf channels, and "in some instances, provide a broader financial base for operating uhf stations."

WBRE-TV Wilkes-Barre, Pa., and WANE-TV Fort Wayne said they were "in full accord," but asked for less stringent monitoring regulations to cut costs.

The Washington State Reflector Assn. wanted the boosters, but demanded similar rulemaking for vhfs, and said they would work out in the Northwest with proper controls.

In this connection, the FCC two weeks ago decided to let vhf booster supporters at least try to show they are feasible, and written proof is due by Oct. 1.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

House Passes Bill to Reduce 'Cabaret' Tax From 20% to 10%

THE House last week passed, by an overwhelming voice vote, a bill (HR 17) which would reduce the "cabaret" tax, levied against eating and drinking establishments which provide entertainment or live music, from 20 to 10%.

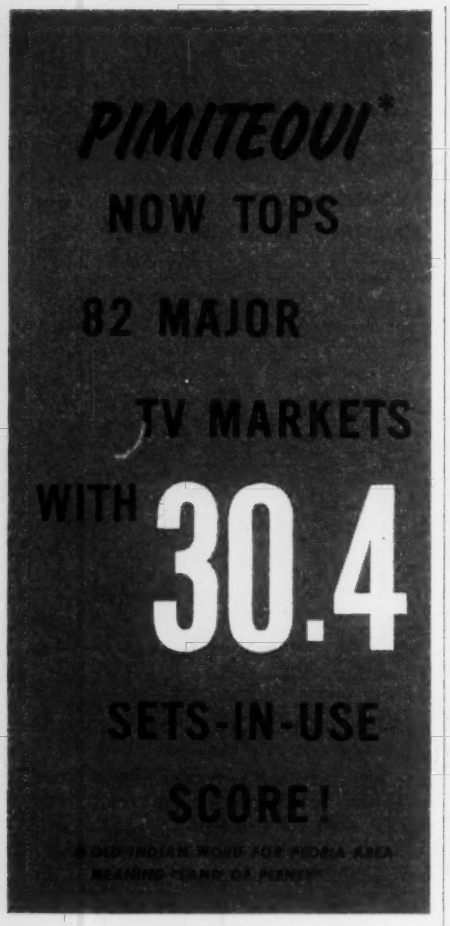
Proponents of the bill argued the 20% tax is curtailing the employment of musicians and entertainers. Increased employment, they said, would help make up the estimated $21 million in taxes which would be lost annually by the Treasury Dept. if the measure is made a law.

James C. Petrillo, president of the American Federation of Musicians, praised the House action as "gratifying." The bill was sent to the Senate and referred to the Finance Committee. There reportedly is little chance of Senate action on the bill during the present session of Congress.

3 You'll quickly see that KPIX's roster of personalities is a truly outstanding one—personalities with proven selling power like Del Courtney, Faye Stewart, Sandy Spillman, Capt. Fortune, and Deputy Dave.

4 You'll be convinced that KPIX has the production and merchandising "knowmanship" it takes to realize maximum returns from your television expenditures in Northern California.

SAN FRANCISCO KPIX 5



Your commercials have greater **impact** on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big TV market areas! Sets-in-use actually **average** 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS.

Chelf, Sikes Introduce Bills To Save the Songs Dixie Loves

CONGRESSIONAL activity on the summer's big musical issue, whether network censorship of certain allegedly offensive words in Stephen Foster and other songs is proper [B•T, Aug. 5], blossomed forth last week with traditional Dixie fervor.

• Rep. Frank Chelf (D-Ky.) and Rep. Robert Sikes (D-Fla.) introduced identical bills in the House "to prevent the unauthorized censorship by broadcasting, television, telephone, telegraph, and all similar companies, or networks, of songs, tunes, words, lyrics, and other material and things . . ." In seeking support for his measure, Congressman Chelf wrote letters to all the members of the House Commerce Committee, to which the bills were referred (asking): "Have we become so mercenary in America that in order for a sponsor to sell Upchuck's Burp Pills or Doblows Anti-Smell Underarm Gue that we have to rewrite or destroy the songs that your father and mother and their parents loved and cherished?"

• Rep. Oren Harris (D-Ark.) House Commerce Committee chairman, sent a letter to the networks and the NARTB in which he reportedly pointed out that his committee has been asked to investigate these alleged "censorship" practices.

Although not publicly released, Rep. Harris is understood to have told the networks that if this allegation is true, it raises serious questions and such "censorship" is an arbitrary action of the networks not supported by the licensees. He reportedly asked for any assistance and comments they might care to make.

Reps. Chelf and Sikes, along with three other southern congressmen, called for such an investigation three weeks ago [B•T, July 29].

Meanwhile, the networks still appeared surprised that all this apparant heat has been generated of late over a song-editing practice they have followed for more than 20 years.

Newsmen at Atomic Tests To Get On-scene Tv Coverage

NEWSMEN miles from the blast site at next Monday's atomic tests in Nevada will be able to view the event fully and immediately through the use of tv cameras strategically placed about the operation, according to an announcement from the Pentagon last week.

Army Signal Corps personnel will set up the first tv monitoring system ever used for representatives of the news media at Camp Desert Rock. Previously, newsmen had to be content with "blind" trench-sitting 15 miles from the A-Bomb blast.

It was reported remote telecasts will be handled from three positions during the exercises. There will be pictures from trenches where participating troops will be stationed, and a pickup from the helicopter landing area from which the soldiers later will be flown to the blast site. Spectators also will view pictures taken from a plane which, when safety permits, will hover over the target area.

The entire tv operation will be narrated by Master Sergeant Stuart Queen. It is expected information will be gained through the use of tv to provide further insight into the effect of such explosions on various types of television equipment.

Oberfelder Co. Pays $167,926 For WKIX-AM-FM Raleigh, N. C.

TED OBERFELDER Broadcasting Co., New York, last week filed an application with the FCC to buy WKIX-AM-FM Raleigh, N. C., for $167,926 from J. W. English, G. J. Mead, J. J. Boland Jr. and J. P. McBrier, each owning 14.8%, and others.

The four sellers, who also have interests in WSEE (TV) Erie, Pa., told the Commission they wanted to sell out to concentrate more on the operation of their remaining station interests, WNAO-TV Raleigh.

Oberfelder, a new corporation, includes Theodore I. Oberfelder, who before committing himself to 25% was once sales vice president of WABC-TV New York. He joined Burke-Stuart as president May 1, 1956, and left June 15 this year.

His partners are L. B. Frutkin, 12½%; B. N. Rippe, 12½%; L. P. Randell, 25%; and N. R. Glenns, 25%. WKIX (850 kc, 10 kw) lost $5,267.63 in June, and almost as much in the two previous months, according to a balance sheet it filed with the FCC.

Sandstrom Tells Congressman What Action FCC Should Take

NOTICE to the FCC: Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka, Kan., has three suggested improvements "from the standpoint of the radio-tv industry." They are:

1. Lessening of the Commission's paperwork load. He said this has shown considerable improvement in the past 10 years, but he feels the Commission at times calls for information "that is really none of its business."

2. Extension of the broadcast licensing period from three to five years.

3. Remote control operation for directional stations. He said the smaller stations using directional antennas "certainly have been burdened by the Commission's slowness in acting on this regulation" and that remote control operation of such stations is a "must."

Mr. Sandstrom's proposals, all of which have been sought by broadcasters for sometime, were made in a letter to Rep. William H. Avery (R-Kan.). In making his recommendations, Mr. Sandstrom praised the FCC's progress during the administration of former Chairman George C. McConnaughey.

"While many of us in the radio and tele-

Chedo Chuckovich

He's one of the few who got a second chance

"I'm Chedo Chuckovich, lucky to live in America.

"For I have also been Chedo Chuckovich, man without a country.

"I was born in Belgrade, Yugoslavia. My father was co-owner of the Serbian-American National Bank. I had been educated in schools in France and Switzerland, and planned on a career in diplomacy.

"When I was 17, the Germans invaded my country. I fled with my family into the hills, and joined the guerillas. My father was killed. My brother was killed. I was wounded and taken prisoner, and starved for five years in a Nazi concentration camp.

"Two weeks before the war's end, the Canadians freed me. My family was dead or scattered. Our property had been

CHEDO, AFTER CONCENTRATION CAMPS

confiscated. The Communists had taken over Yugoslavia. I was a man without a country.

"But I was one of the lucky displaced persons. Unlike so many of the others, I got to America, and a new start.

"Today I am in business for myself, a Union Oil dealer in Pacific Palisades, California. I have money in the bank, a home, a car. I have the respect of my neighbors. I have friends and a future again. I will soon be an American citizen.

"I will work at my citizenship because I learned the hard way you can't take it for granted. You have to earn it.

"I know, because I'm one of the few who got a second chance at freedom."

CHEDO CHUCKOVICH: "YOU CAN'T TAKE YOUR FREEDOM FOR GRANTED."

Chedo's life underlines a basic truth, we believe: Wherever men would remain free, they must remain alert.

For any concentration of power in the hands of a few—whether they be business men, financiers, industrialists, government officials or labor leaders—is, inevitably, at the expense of the majority.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

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MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Date at 8 . . .

in New York, Dallas, Denver—and points west!

WANT PRIME TIME from coast to coast? *With film, it's easy!* Scheduling is a breeze. No star worries—no dangers of "slips" or fluffs, either. What's more, you can rehearse to your heart's content, film your show, edit and pre-test for maximum effectiveness. Yes, you make time and save money . . . when you USE EASTMAN FILM.

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Shoot it IN COLOR . . . You'll be glad you did!

vision industry have been critical of the Commission in the past, and probably will continue to be in the future, it is my feeling that the Commission, basically, has done a good job," he said.

Rep. Avery, a member of the House Commerce Committee, called for "serious consideration" of the letter and had it made a part of the *Congressional Record*.

Road Show 'Conflicts'—Green

BEN A. GREEN, editor of *Country and Western Jamboree* magazine, last week circulated a letter to country music disc jockeys, and others connected with country music, protesting Philip Morris Co.'s free country music show currently touring the nation. Attached to the letter is a copy of a statement Mr. Green filed with Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee. In the statement Mr. Green charges the Philip Morris show with being in "direct conflict with independent operators including artists, promoters, radio station managers, disc jockeys and talent managers."

Daylight Saving Ban Would Cut Hours of Many Stations—Elliot

PASSAGE of legislation providing uniform time zones would cut the operating time of some daytime stations as much as 150 hours a year, Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee was told by Tim Elliot, president of WICE Providence, R. I., and WCUE Akron, Ohio.

The bills limiting or banning Daylight Saving Time (HR 369, 370, 5771) would deny local communities the chance to decide whether they want daylight time, Mr. Elliot wrote. He sent Chairman Harris a copy of an editorial broadcast on WCUE in which his reasons for the stand were outlined.

Nearly a third of U. S. stations are daytime-only outlets signing off at local sunset, Mr. Elliot reminded. Daylight time gives them an extra evening hour, he said. He wrote NARTB President Harold E. Fellows saying association support for the legislation would react against many broadcasters.

PERSONNEL RELATIONS

'Welk' Telecast Canceled In ABC-TV, NABET Dispute

DISPUTE between ABC-TV and the National Assn. of Broadcast Employes and Technicians last Monday resulted in the cancellation of the *Lawrence Welk Show* and in interruptions of various other programs that day from 3-9:45 p.m., when a settlement was reached.

Technicians in New York, Chicago, Los Angeles and San Francisco were ordered to stop work by NABET in what it called "grievance writing sessions." The dispute stemmed from a program begun by ABC-TV last Monday, *American Bandstand* (see IN REVIEW), which originates from WFIL-TV Philadelphia, manned by members of the International Alliance of Theatrical & Stage Employes.

A NABET spokesman said the union's main concern was that for "the first time in tv," a network had transferred a "sizeable" portion of its afternoon programming (seven and one-half hours per week) from a major production center (New York) to an affiliate. If this started a precedent, he continued, and networks shifted more of their programming service from the so-called major centers to smaller cities "to lower production costs" members in unions such as NABET might lose jobs. The settlement reached was that no lay-offs will result because of origination of *American Bandstand* from WFIL-TV and in the future, ABC-TV will consult with NABET before it moves "a strip program" out of a major center for an affiliate origination.

WGAW Buys Building Lot

WRITERS Guild of America, West, has purchased the northeast corner of Beverly Blvd. and Almont Dr., Los Angeles, for $90,000 as a site for the organization's own building. Total cost of land and building is estimated at about $250,000, to be financed in part by bond subscriptions to the members, plus a $50,000 loan made to the guild by its Screenwriters Branch.

Building committee, headed by Frank Nugent, is aiming at completion of the new building by next March, when the guild's lease for its present quarters on Sunset Boulevard expires, although no architect has been named nor has the guild decided whether the building should house other tenants or be used exclusively for the guild's own quarters.

Movies Stall in Talks With AFM

MAJOR motion picture producers were unsuccessful last week during a series of meetings with officials of the American Federation of Musicians in their efforts to persuade the AFM to reduce fees on films sold to television. Producers have been seeking a reduction in the contribution they make to the Music Performance Trust Funds, amounting to 5% of the gross revenues of films sold to tv. AFM President James C. Petrillo is reported to have told the producers he can make no concession in the current fees unless producers can offer "an acceptable formula" that will not work to the detriment of musicians.

CBS Photo Unit Gets Raise

THE eight employes of the CBS photographic department in Hollywood (still photographers, lab technicians and retouchers) got a $10 a week raise under a new two-year contract between the network and IBEW's Hollywood Local (45). The pact, retroactive to July 1, 1957, is the first to be negotiated for this group which serves both the radio and tv networks.

L.A. TOLL TV PLANS HIT SNAGS

- **City Council postpones action on Skiatron franchise**
- **ITC-Fox bid delayed on question of antitrust violation**

CLOSED-CIRCUIT toll tv ran into official tape in Los Angeles last week as the City Council canceled its proposal to advertise Skiatron's franchise [B•T, July 22] for bids, returnable Aug. 21.

The council postponed all action on toll tv until Sept. 18. The action was a sequel to a ruling handed down the day before by the city's Board of Public Utilities & Transporation. The board had refused to recommend to the council the joint application of International Telemeter Corp. and Fox West Coast Theatres for a second closed-circuit tv franchise.

The board in addition had asked International and Fox to return Aug. 27 when they will be asked to show that a franchise issued to them would not violate antitrust provisions of Justice Dept. consent decrees.

The issue was raised in a telegram sent to the five members of the board by Skiatron Electronics & Tv Corp. reading in part: "We are advised that International Telemeter Inc. is substantially a wholy-owned subsidiary of Paramount Pictures Inc.; that Fox West Coast Theatres Corp. is a wholly-owned subsidiary of National Theatres Corp.; and that both Paramount Pictures Inc. and National Theatres Corp. presently are operating their businesses under decrees of the United States District Court based upon violations of the federal antitrust laws. We are further advised that these court decrees prohibit National Theatres Corp. from in any way engaging in the distribution of motion pictures . . . and in general that said decrees restrain both companies from separately or jointly expanding in the field of motion picture exhibition.

"It would appear therefore that serious legal and economic problems may arise as to the right of Paramount Pictures Inc. or National Theatres Corp. or their subsidiaries, separately or jointly, directly or indirectly, seeking, obtaining or operating under a franchise for a closed-circuit television system for the city of Los Angeles and that the granting of the franchise itself may be in violation of the federal court decrees referred to above. . . ."

(Skiatron Electronics & Tv Corp. developed the toll tv system which its U. S. licensee, Skiatron Tv Inc., proposes to install in Los Angeles homes if it is the "highest acceptable bidder" for the franchise authorized by the City of Los Angeles in response to the Skiatron Tv Inc. application [B•T, July 29].)

Reading of the Skiatron telegram followed a presentation by Lawrence A. Peters, attorney for Fox West Coast Theatres, in support of the joint application, in which Mr. Peters said that motion pictures will comprise the major part of the program fare if the franchise is granted. He protested that the consent decrees dealt solely with the exhibition of motion pictures in theatres, a contention denied by Skiatron attorney Harry B. Swerdlow. Mr. Swerdlow argued that if Fox West Coast Theatres had to get the court's permission to build new theatres with relatively small seating capacity, such permission would certainly be needed for a plan to take motion pictures into millions of homes.

Answering a question from board member Ned Redding as to how the board should proceed, Mr. Swerdlow suggested the U. S. Attorney General be asked whether the proposed franchise would or would not violate the consent decrees. This suggestion brought immediate reactions from Alan Campbell of the Los Angeles city attorney's office as well as from representatives of Telemeter and Fox West Coast, who felt that months, possibly years, would elapse before an answer could be obtained. Mr. Campbell gave his opinion that the city need not consider whether a franchise to the joint applicants would violate the consent decrees they had signed or not, stating that if the courts should subsequently rule that it was a violation there would be no blame on the city.

When the four board members present split two to two on recommending that a franchise be granted to Telemeter-Fox West Coast by the city council, protests that this in effect was granting an exclusive franchise to Skiatron won the joint applicants the chance for a reappearance before the board in three weeks' time.

In postponing its own plans to advertise the Skiatron franchise for sale [B•T, July 29], the City Council members clearly expressed their surprise at the failure of the Board of Public Utilities & Transportation to recommend that Telemeter-Fox West Coast also be given a franchise for a closed-circuit tv system. Resentment also was expressed at Skiatron for a move that several council members described as an attempt to gain a monopoly by turning the non-exclusive franchise approved by the council into an exclusive one.

The council approved an amendment offered by the city attorney in the wording of the time of performance section (2.4) of the franchise to read as follows: "If the installation of a closed-circuit system shall not be commenced within two years after the effective date of this franchise, and extensions and service pursued with due diligence thereafter, failure to so commence and offer service shall be grounds for termination of the rights and privilege of this franchise."

Allows for FCC Action

Approval followed the explanation that the amendment was designed to clarify the language of the section which would relieve the franchise grantee of responsibility for proceeding with the installation of a wired system if in the meantime the FCC approves the broadcast transmission of pay tv program service and so renders a wired service impractical and uneconomic. In such event, the grantee would be allowed to terminate his franchise without forfeiting the $100,000 faithful performance bond the city requires him to post.

In his report to stockholders of National Theatres Inc., E. C. Rhoden, president, included a paragraph of subscription television: "Much publicity is being given currently to proposed television systems involving payments by home viewers through coin boxes or other arrangements. There are many problems involved in so-called pay-tv and its economic feasibility is yet to be demonstrated. However, we are keeping in close touch with developments in this field and are prepared to take definite steps if it appears desirable."

Earnings of National Theatres for the 39 weeks ended June 25 were almost exactly the same as for the like period of 1956, this year's net income of $1,365,820 amounting to 51 cents a share of outstanding stock, the same per share income derived from the $1,378,974 net for the first 39 weeks of 1956. Theatre gross income for the 39 weeks ended June 25, 1957, was $40,909,966 compared with $40,020,250 for the same period of the year before.

SNI to Telecast Browns' Games

SPORTS Network Inc. again will telecast all Cleveland Browns' football games starting this fall on a lineup of stations still uncompleted, it was announced last week by Richard Bailey, president of SNI. Carling Brewing Co. has signed to sponsor the sched-

Among Us Towers

. . . the tower with the SALES power in Oklahoma

ule in 13 markets and Standard Oil Co. of Ohio in about 30 markets, Mr. Bailey reported. The 12-game schedule opens Sept. 29 and runs through Dec. 15. SNI also telecast the Brown's 1956 games.

Tv Guide Creates Eight Regions, Names Managers in Realignment

THE *Tv Guide*, Philadelphia, last week established eight regions and appointed managers to administer 49 editions of the magazine published in this country and Canada.

New regions and executives in charge:

Northeastern region, headquarters, Boston. Thomas J. McDonough, manager of the New England edition, named regional manager. In the region are New England, Connecticut Valley, Lake Ontario, St. Lawrence and New York State editions.

Middle Atlantic, headquarters, New York City. Christopher J. Bodkin Jr., manager of the New York metropolitan edition, appointed regional manager. Editions: New York metropolitan, Philadelphia, Washington-Baltimore, Virginia, Wilkes-Barre-Scranton, Hazleton-Williamsport and Pittsburgh.

Southeastern, headquarters, Atlanta. Benjamin Miller, manager of the Houston-Galveston edition, to regional manager. Editions: Georgia, North Carolina, Gulf Coast, Louisiana, Tennessee, Alabama, South Carolina and Florida.

Midwest, headquarters, Chicago. James Green, manager of the Lake Ontario edition, to regional manager. Editions: Chicago, Michigan, Cleveland and Detroit.

Mid-Central, headquarters, Cincinnati. Charles Pritchett, southern Ohio edition manager, to regional manager. Editions: southern Ohio, Indiana, West Virginia and Kentucky.

South Central, headquarters, Kansas City. Kent Armstrong, Kansas City manager, to regional manager. Editions: Kansas City, St. Louis, Wichita, Missouri, Oklahoma, Dallas-Fort Worth, Colorado and Houston-Galveston.

North Central, headquarters, Davenport, Iowa. Lee Salberg, manager of the Wisconsin edition, to regional manager. Editions: Wisconsin, Illinois, Iowa, Nebraska, Minnesota and Minneapolis-St. Paul.

Pacific Coast, headquarters, Los Angeles. Jack Sullivan, manager of the North Central regional office, Davenport, to regional manager. Editions: southern, central and northern California, Oregon, eastern and western Washington state.

TNT Signs 51 Theatres for Bout

FIFTY-ONE theatres already have signed for the Theatre Network Television closed-circuit telecast of the middleweight championship fight between Ray Robinson and Carmen Basillio on Sept. 23, it was announced last week by Nathan L. Halpern, TNT president. Mr. Halpern said he believes another 100 theatres will be added to the lineup for the bout which will be held at the Yankee Stadium in New York.

Move to S.F. Would Help Giants, Stoneham Tells Stockholders

INDICATIONS that the New York Giants are highly disposed toward transferring the club's franchise to San Francisco were given at a stockholders meeting in Jersey City last week when Horace Stoneham, president, reported that closed-circuit tv guarantees alone "will double our radio and television income."

Although Mr. Stoneham told newsmen after the closed meeting that "nothing definite" has been set on moving to San Francisco, he was reported to have been "very enthusiastic" during the stockholder's session about relocating in the West. One observer said Mr. Stoneham referred to an agreement with Skiatron Tv, providing for closed-circuit telecasting of the Giant games. Mr. Stoneham was said to have repeated what he told the Celler Committee on Capitol Hill several weeks ago [B•T, July 22]—the Giants will receive about double the radio-tv income from closed-circuit tv in San Francisco. He told the Celler Committee the Giants received $730,593 from radio-tv in 1956.

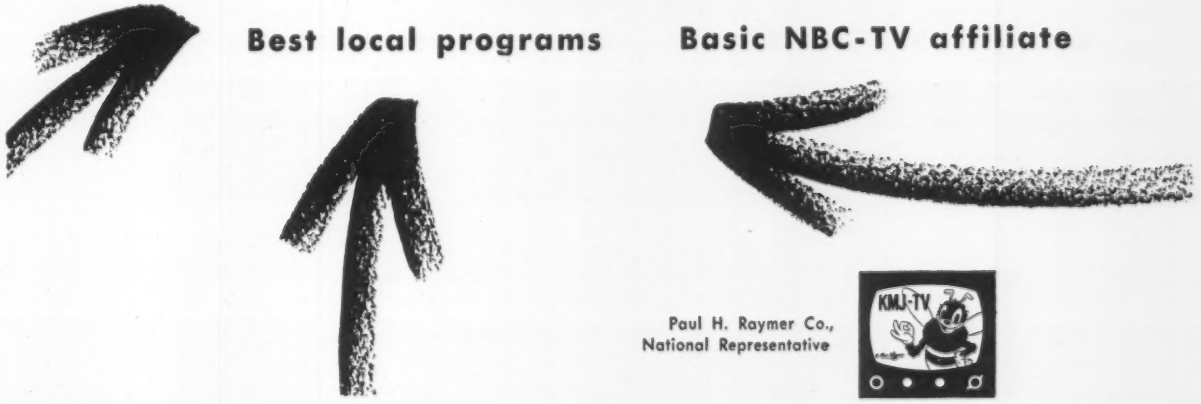
Mr. Stoneham expects to receive "a letter of intent" from San Francisco city officials within a week, he told stockholders. He added that a meeting of the board of directors of the club would be held later this week to decide on any possible transfer.

TV in Fresno --

the big inland California market -- means

KMJ-TV

Best local programs Basic NBC-TV affiliate



Paul H. Raymer Co.,
National Representative

KMJ-TV

ALL TEN

OF THE

TOP TEN

PLUS

24 of the

TOP 25

ON

WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS

ARE

WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
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PROGRAM SERVICES CONTINUED

WGH-FM Announces Meeting Sept. 26-27 on Multiplexing

WGH-FM Norfolk, Va., has announced a two-day meeting on multiplexing for Sept. 26-27 at the Hotel Chamberlin, Old Point Comfort, Va. Sessions are open to representatives of stations, manufacturers, background music and program suppliers, according to Ambert Dail, assistant manager of WGH-FM, who has invited inquiries.

WGH-FM has been multiplexing for a year and a half and has what it considers one of the largest operations in this field in the U. S. The station holds a Muzak franchise for its territory.

Agenda for the meeting still is being formulated, but it will include seminars and speeches on the still-new field of multiplexing, as well as manufacturers' displays and field trips to WGH-FM installations, Mr. Dail said.

Inquiries may be addressed to Mr. Dail at WGH-FM, 739 Boush St., Norfolk, Va.

CTS Sets Up N. Y. Coaxial Cable

A PERMANENT land coaxial cable has been installed between Closedcircuit Telecasting System's New York studios and the New York telephone company's offices, making it possible for agencies and others to arrange big-screen tv tests on short notice, CTS President Fanshawe Lindsley announced last week.

He said the new facilities, installed by CTS at a cost of more than $40,000, permit CTS to take feeds from any of the three tv networks or from remote originations and present a big-screen projection picture in either color or black-and-white in its studio, which seats up to 80 persons.

Capitol Records Sales Up 37%

CAPITOL RECORDS had an all-time high sales figure of $35,108,401 during the fiscal year ended June 30, up 37% over the previous year's sales, the company reported to stockholders last week. Net income, after $3,533,000 Federal and Canadian income taxes, was $3,239,362, or $6.80 per share of common stock, compared to $3.35 per share for the 1955-56 year.

Telemeter to Show C-C Pay Tv

INTERNATIONAL Telemeter Corp., a subsidiary of Paramount Pictures Corp., starts a series of demonstrations of its closed-circuit pay tv system tomorrow (Tuesday) in New York at the Savoy Plaza Hotel. The demonstrations (about four a day) will continue over a two-week period.

Zucker Announces Program Firm

ARNOLD ZUCKER has announced formation of Community Program Assoc., New Brunswick, N. J. The firm, of which Mr. Zucker is president, offers services to radio stations in local news, promotion, public service and commercial shows. CPA headquarters at 238 Upson Lane in New Brunswick.

EDUCATION

Parents Restrict Tv Viewing In Evanston, Ill., Study Shows

IN Evanston, Ill., parents apparently are spending more time watching tv but at the same time are supervising viewing by their children more closely, according to findings in the eighth annual television survey conducted by Paul Witty, professor of education at Northwestern U. Parents and teachers can realize tremendous educational possibilities from tv if they learn to utilize it discriminatingly and wisely, he said.

Among his findings:

(1) Evanston parents average about 20 weekly viewing hours in 1957 compared to 17 last year;

(2) Grade school pupils watch 20 hours per week as against 21 in 1956;

(3) Teen-age students average 12 a week (and some even prefer radio and out-of-home listening);

(4) Teachers view tv about 9 hours each week, as against an average of 12 from 1953-56.

Professor Witty indicated children's viewing hours are below those of other communities because of greater parental control.

Other figures: 96% of children in Evanston and Kenosha County have access to at least one tv set; 95% of teachers there have receivers (compared to 25% in 1951).

Earlier fears of tv's alleged detrimental effects on children have evaporated, Prof. Witty claimed, because in Evanston they read more, (save comic books), get as much sleep and outdoor recreation, and their grades don't suffer because of too much tv. Evanston children still rate *Disneyland* their favorite program; parents prefer *I Love Lucy* as in past years, and teachers like *What's My Line*. As to grades, some children managed better in the classroom because of being stimulated by tv programs, Prof. Witty found.

N.Y.U. Sets Radio-Tv Course

A NEW college course on the operation of a present-day radio station will be offered by the division of general education of New York U. this fall with Sam J. Slate, general manager of WCBS New York, as lecturer. Registration for the course opens Sept. 9 and classwork begins Sept. 30. Mr. Slate will discuss the changing role of the local radio station, covering such areas as programming, management, sales, publicity, promotion and merchandising. He will explore such topics as the FCC, station organization, talent and labor contracts, rate cards and discounts.

Collins Lauds Florida ETC

FLORIDA'S new seven-member Educational Television Commission, formed last month, is part of "one of the most significant steps ever taken by our state," according to Gov. LeRoy Collins, in a statement the week before last. It was further announced that the state legislature has appropriated $600,000 to begin establishment of a state-wide network of educational television stations.

America Relaxes....

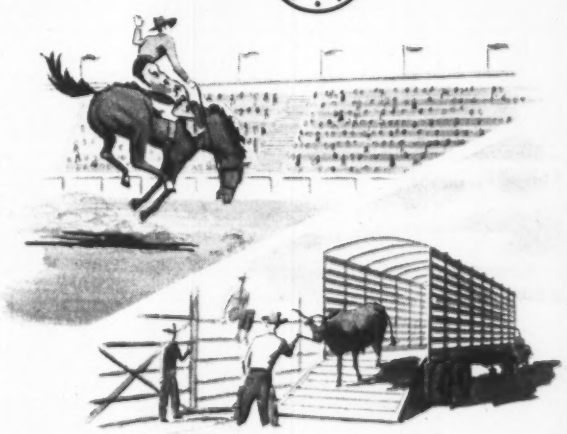
IN NEW YORK

"It was a wonderful show"—and motor trucks helped make it so. Scenery, costumes, special lighting and sound equipment — all came by truck . . . *America Relaxes . . .*

IN CHICAGO

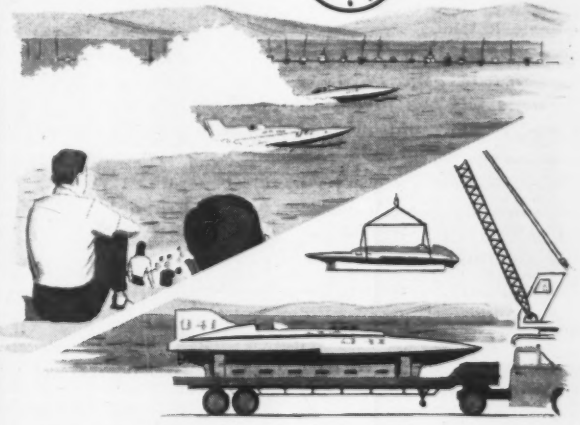
Motor trucks deliver *all* the meats, vegetables, fruits and condiments that go to make up taste-tempting delicacies for discriminating palates . . . *America Relaxes . . .*

IN PHOENIX



"Ride 'Em Cowboy!" is a familiar cry at the colorful Rodeo—and, thanks to trucks and huge livestock vans, there'll be broncos and steers 'a plenty . . . *America Relaxes . . .*

IN SEATTLE

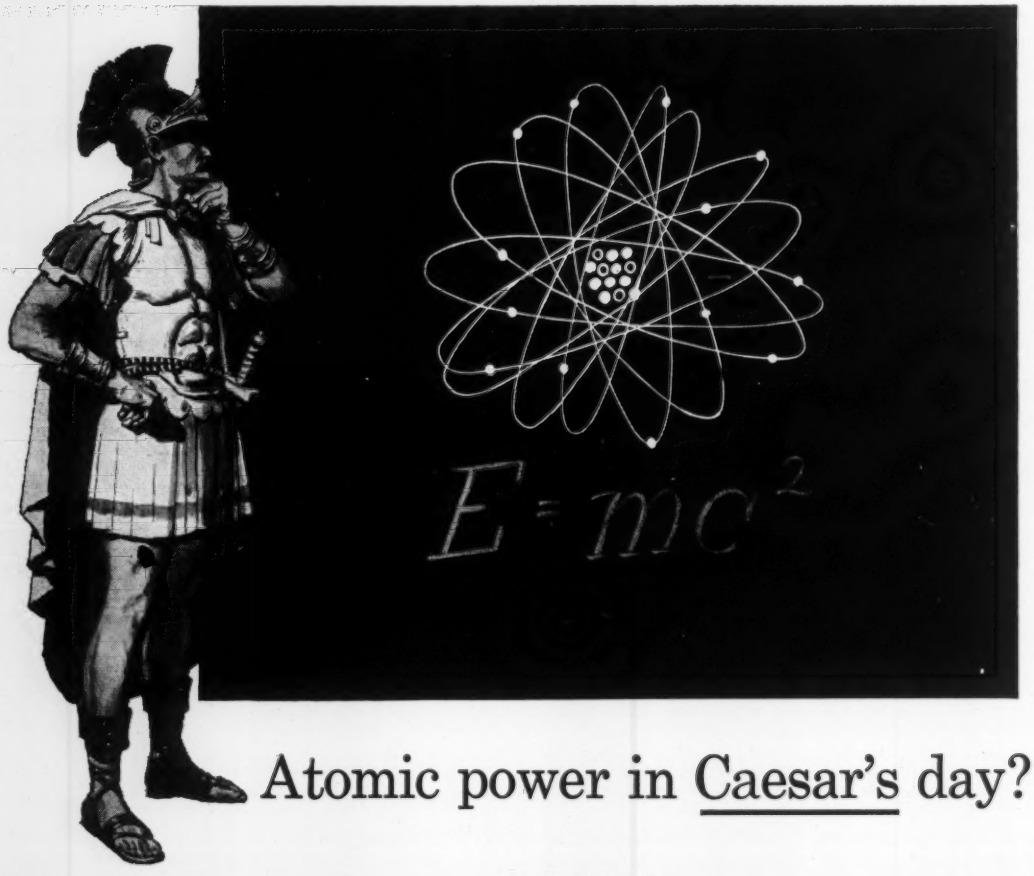


Thousands thrill to the breathtaking speed of cup-winning power boats . . . transported on specially-designed truck-trailers from the four corners of the land . . . *America Relaxes . . .*

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE



Atomic power in Caesar's day?

Certainly!

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

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BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

GE Sets New Checks Of Portable Tv Sets

GENERAL Electric Co. is "proceeding in a positive fashion to eliminate any possibility" of recurring defective portable tv sets, the set manufacturer announced Tuesday.

The statement was issued following a Cook County jury's findings that improper factory assembly led to the accidental electrocution of a six-year-old suburban Chicago boy. It recommended strengthening of safety standards for tv and appliance manufacturers.

The 12-man jury, appointed by Coroner Walter E. McCarron for inquest proceedings, found the receiver "defective in such manner that lethal voltages exist between its cabinet and ground." The youth, Howard Erenstein, of Skokie, Ill., probably died "of electric shock from simultaneous contact with the television set and the grounded metal trim on the kitchen counter top," the jury stated. It continued:

"Since many kinds of portable electrical appliances are being used in the American home in ever increasing numbers, it is highly desirable that safety codes and practices used by the industry be strengthened."

Specifically, there was speculation that "during factory assembly the 135-volt direct current line was accidentally pinched and wedged between the mounting bracket and the vertical holding control."

The GE statement was issued by Herbert Riegelman, general manager of its television receiver department, Syracuse, N. Y., and read:

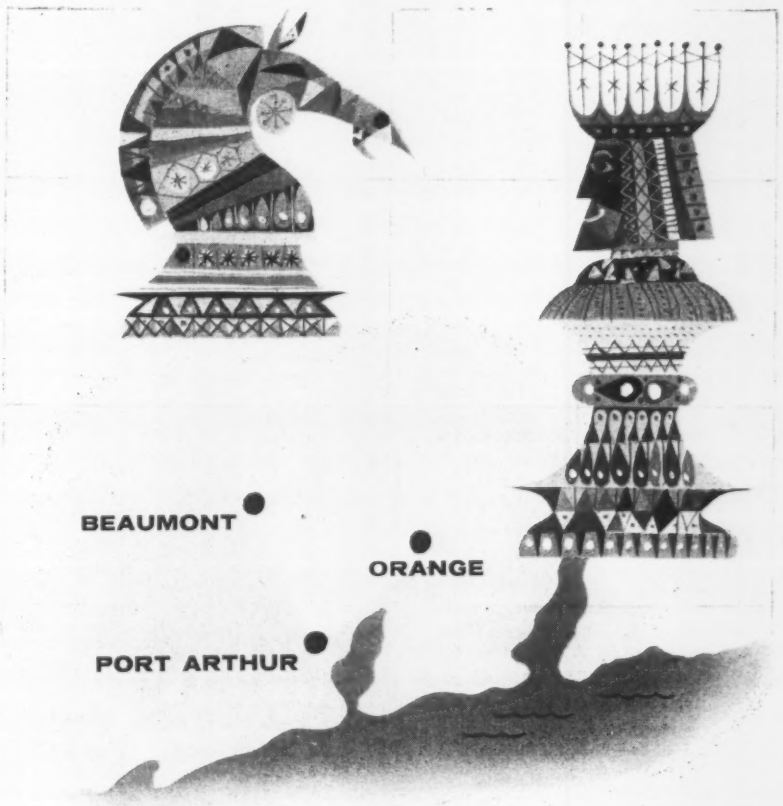
"General Electric has manufactured more than a million portable television receivers and this tragic and regrettable accident is the first of its kind involving one of our sets. . . . We have been unable to determine how this (pinched wire) could have escaped our rigid factory tests. . . ." It also announced its distributors and dealers are prepared to offer free electrical checks to portable tv set owners and urge them to take the opportunity "to assure themselves of the safety of their sets." Tv set usage has increased from a few hundred in 1946 to 46 million in 1957 without any increase in deaths from electrocution in American homes, a GE representative also pointed out.

An Underwriters Labs representative, Louis M. Kline, was questioned closely about the feasibility of "plastic type insulation," methods. He promised Underwriters Labs would "act to consider" any such recommendations by the jurors.

Radio Production, Sales Up But Tv Down in '57—EIA

PRODUCTION and sales of radio receivers in the first half of 1957 ran well ahead of 1956 but tv production and sales figures are under last year, according to Electronic Industries Assn. (formerly RETMA).

Factory output of radios totaled 7,187,294 sets for the first six months of the year



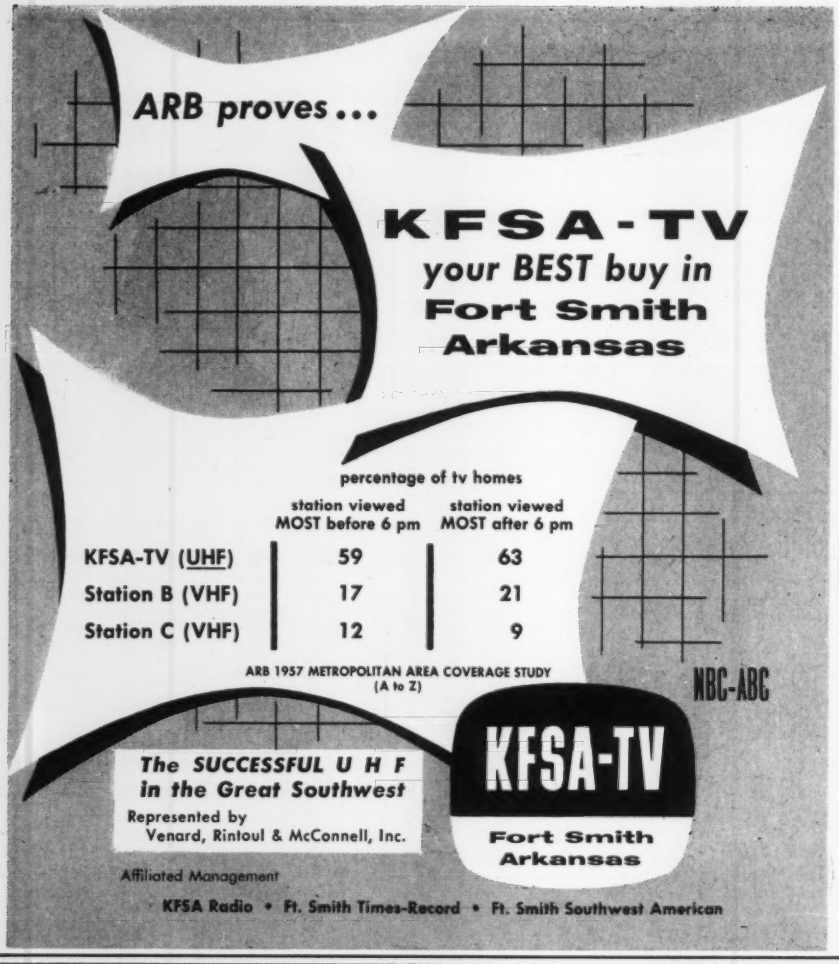
Smartest move in Texas is to use the only facility covering the Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people.

KFDM Beaumont Radio & TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings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your BEST buy in
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station viewed MOST after 6 pm
KFSA-TV (UHF) 59 63
Station B (VHF) 17 21
Station C (VHF) 12 9
ARB 1957 METROPOLITAN AREA COVERAGE STUDY (A to Z)
NBC-ABC
The SUCCESSFUL U H F in the Great Southwest
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"Audited circulation is, of course, fundamental. It establishes the basic definition of circulation distribution that is so essential to sound media evaluation. The exacting standards of the Audit Bureau of Circulations reflect credit to your publication as a member."

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BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

compared to 6,659,165 sets for the same 1956 period. Of the 1957 output, 2,834,676 were auto radios. June radio output totaled 1,088,343 sets compared to 1,023,771 in May and 1,073,775 in June 1956.

Tv output totaled 2,722,139 for the first half of 1957 compared to 3,415,202 in the same 1956 period. In June factories produced 543,778 tv sets compared to 342,386 in May and 553,025 in June 1956. Of the tv sets produced last June, 72,766 had uhf tuners compared to 78,512 in June 1956.

Retail sales of radio sets totaled 3,638,969 for the first half of 1957 compared to 3,391,102 in the same 1956 period. Retail radio figures do not include auto radios, most of which move directly to auto manufacturers. Sales of radios in June totaled 729,421 compared to 547,480 in May and 839,830 in June 1956.

Sales of tv sets at retail stores totaled 2,810,403 units in the first six months of 1957 compared to 2,868,250 in the same 1956 period. June sales totaled 389,770 tv sets compared to 399,757 in May and 439,362 in June 1956.

Radio and tv set production during the first six months of 1957 follows:

	Television	Auto Radio	Total Radio
Jan.	450,190	521,624	1,085,529
Feb.	464,697	522,859	1,264,765
March	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June	543,778	416,058	1,088,343
TOTAL	2,722,139	2,834,676	7,187,294

Radio and television retail set sales in the first six months of 1957 follow:

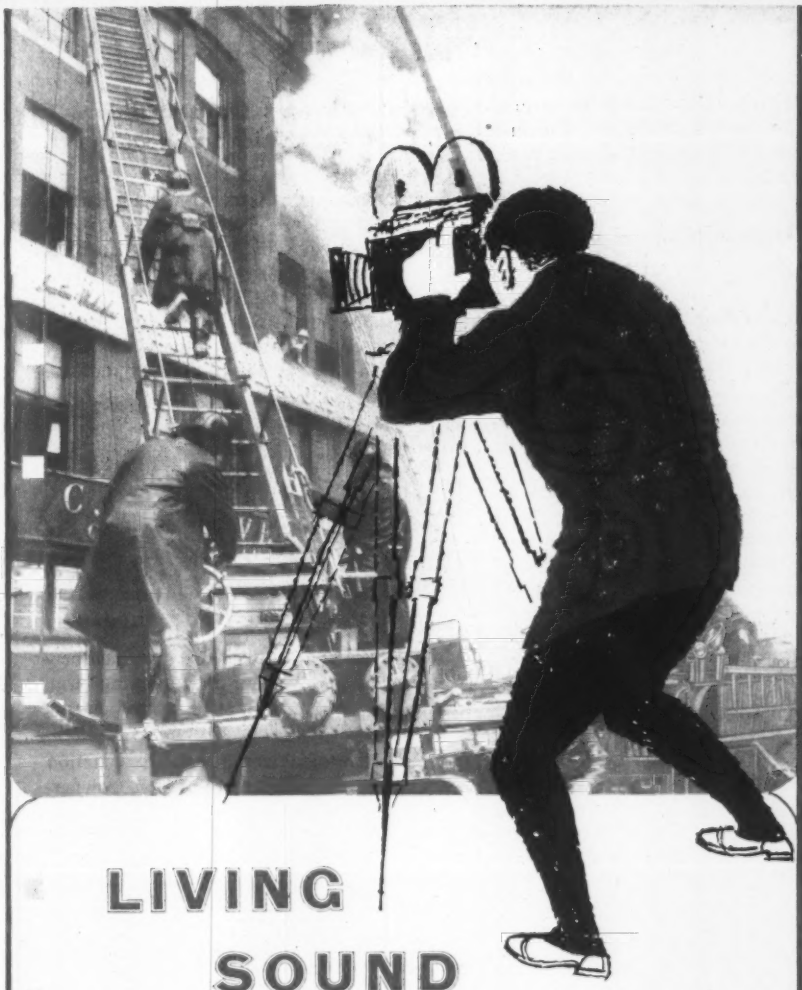
	Television Sales	Radio Sales
Jan.	623,359	563,363
Feb.	525,437	525,029
March	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June	389,770	729,421
TOTAL	2,810,403	3,638,969

Sylvania Doubles Tv Dealers In Seven Months of 1957

SYLVANIA Electric Products Inc. has doubled its television dealer roster in the past seven months, Robert L. Shaw, general sales manager of the radio-tv division, told a sales management workshop seminar in New York last week. The workshop was sponsored by the Research Institute of America. Mr. Shaw credits the enlarged dealer interest to product development and marketing and sales promotion methods. "Briefly," he said, "our methods call for less emphasis on prestige and institutional type advertising and more emphasis on a 'buy now' approach to the consumer. The retailer is the key man in that approach."

RCA Victor to Use C-C Color In Pitch to Dealers Sept. 4

FOURTH quarter sales, advertising and promotion plans, as well as a new supplemental line of deluxe color tv receivers, will be unveiled by RCA Victor television division Sept. 4 via a color closed circuit presentation to dealers in more than 80 cities, it was announced Thursday by



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N.Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

Charles P. Baxter, vice president and general manager, RCA Victor television division. The new deluxe color sets will be in addition to RCA Victor's current line of 11 receivers starting at $495, he said.

RCA Victor distributors throughout the U. S. are arranging for special dealer viewings of the color closed circuit, to be scheduled 5:30-6:30 p.m. Following this, Mr. Baxter said, NBC-TV will preview its color programming plans for the fall season in the period 6:30-7:30 p.m. This portion of the closed circuit also will be received by NBC-TV affiliates, he said.

Motorola Sales, Earnings Up, Except for Tv, Report Says

SALES and earnings for Motorola Inc. during the first half of 1957 measured up to expectations in all fields except television, but the new tv line unveiled July 18 should be reflected in sales from July through September, the company reported in a financial statement released last Monday.

Total sales for the first six months reached $105,666,759 compared to $101,801,234 the same period last year, while earnings after taxes totaled $3,409,778 as against $3,066,207 in 1956—boosts of 3.8% and 11.2%, respectively. Second quarter figures showed sales of $53,384,964 against $48,603,693 and earnings of $1,272,191 compared to $1,053,331.

Merger Ratification Reported By Nems-Clarke, Vitro Corp.

NEMS-CLARKE Inc., Silver Spring, Md., will become an operating division of the Vitro Corp. of America at the end of this month, according to an announcement made last week by Nems-Clarke President Allen S. Clarke and Vitro President J. Carlton Ward Jr. saying stockholders of Nems-Clarke had ratified the merger. The stockholders' ratification had been expected for some weeks [B•T, July 22]. Vitro Corp. is engaged especially in extractive metallurgy, weapon systems and atomics. The company's new Nems-Clarke division will continue its work in the fields of electronics, communications, television and related mechanics.

GE Unveils Camera Attachment To Double Image Orthicon Life

AN electronic device about the size of a cigar box, which hooks on the outside of a television camera, is expected to double the life of costly picture originating tubes according to an announcement last week by the General Electric Co.'s technical products department.

The device is as yet unnamed, but is described by GE as an image-orthicon life extender, preventing "burn-in and sticking of images" on image orthicon tubes. Principle of the new electronic "tube saver" is an electronic deflecting system used to move or "wobble" the tv image inside the image

orthicon tube. Thus, "burn-in" or "stocking" is avoided, GE said. To offset the wobble, a scanning beam inside the tube follows and automatically compensates the wobble, causing the transmitted picture to appear as a normal stationary image on home tv receivers.

The new device will be marketed immediately for about $1,200, according to Paul L. Chamberlain, manager of marketing for the department's broadcast equipment. At present, he said, the new "tube saver" can be used in seven out of eight tv cameras now in service throughout the broadcast industry. Mr. Chamberlain estimates about 1,600 cameras are in service in the nation's more than 500 tv stations.

GE's Sweeney Sees $1 Billion Transistor Volume in 10 Years

ANNUAL sales of transistors and other semiconductors could reach $1 billion in the next 10 years, James H. Sweeney, manager of marketing for GE's semiconductor products department, predicted last week. He said sales of transistors and other electronic components made from semiconductor materials are expected to exceed $140 million this year, or an increase of 82% over 1956.

"The demand of the military for reliable, long life and small electronic components with low power consumption has spurred the industry to great achievements," he explained. He said new devices resulting from these technical achievements are being adapted rapidly to consumer and industrial equipment like portable radios, portable phonographs, computers and control equipment where they are replacing electron tubes.

He pointed out, however, that he did not feel semiconductors would completely replace electron tubes. "We believe that over the long haul, better than 50% of the uses of transistors and other semiconductors will be in equipment not practical or even possible with electron tubes," the executive explained. Mr. Sweeney spoke to a meeting of the Air Force Reserve Officers Assn. in Detroit.

DuMont Reports Loss

ALLEN B. DuMONT Labs showed $997,000 operating loss and $19,850,000 in sales for the first half of this year, the firm has reported. Data compares to last year's corresponding period loss of $1,092,000 (reduced to net loss of $484,000 after tax carry-back credit of $608,000) and sales of $22,471,000.

Hollis Buys Rixon Electronics

RIXON ELECTRONICS Inc., Silver Spring, Md., research and development company, now is owned by James L. Hollis. He is executive vice president and general manager of the firm, and has bought all the common stock previously held by officers of Page Communications Engineers Inc. (Esterly C. Page, Joseph A. Waldschmitt and John Creutz). Mr. Hollis, in return, disposed of his stock in PCE and resigned as an officer and a director. The sales price was not disclosed.

Motorola Transistorizes Switches

TRANSISTORIZATION of switching circuits in two-way radios, described as "the most important advance in power supply design" since its introduction of fm two-way units in 1942, was claimed as a major development by Motorola Inc. last week.

Use of transistors eliminates the conventional dual vibrator assembly, heretofore the most frequently replaced component, according to the company's communications-industrial electronics div. Power supply is one of a three-part basic chassis comprising the complete two-way radio unit, the others being the transmitter and receiver. In the new radios two transistors make up a single switching circuit. New models have 20 and 25 w power output.

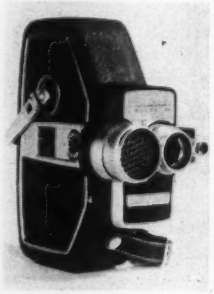
MANUFACTURING SHORTS

International Telephone & Telegraph Corp., components division, announces opening of new plant at 815 S. San Antonio Rd., Palo Alto, Calif. Plant initially will produce hermetic seals and selenium and other semiconductor type rectifiers for use in radio, television industrial and aircraft applications.

RCA, Camden, N. J., reports shipping 12-section superturnstile antenna to WLWI (TV) Indianapolis, 5-kw transmitter to KUED (TV) Salt Lake City, 12-kw transmitter to WRC-TV Washington and 10-kw transmitter to KPAC-TV Port Arthur, Tex.

Magnecord Inc., Chicago, reports winner of contest to name its M-90 professional tape recorder is **William H. Baker,** program director of WMIK Middlesboro, Ky., who selected name "Mighty-Ninety." He will receive attache case as prize in contest which reportedly drew 200 entries.

Bell & Howell (tv projection, other equipment), Chicago, announces new spool-loading electric eye 16mm movie camera (Model 240 EE), supplementing model introduced last year. List price: $329.95.



Nems Clarke Inc., Silver Spring, Md., announces new Type TRC-1 tv rebroadcast receiver reportedly designed for long, stable unattended operation. Crystal controlled high frequency oscillator is used in order to eliminate tuning adjustments and fast acting keyed AGC circuit is provided to minimize effects of airplane flutter and maintain constant output. Separate sound channel is provided in order to eliminate its dependence on proper operation of video signal.

TRADE ASSNS.

Bernard Reveals Organization Of Country Music Broadcasters

FORMATION of Country and Western Music Broadcasters Assn. with headquarters at 730 Fifth Ave., New York, was announced last week by its founder and executive director, Charles Bernard, self-styled "Madison Avenue Hillbilly" whose station representative firm, Charles Bernard Assoc., represents country music stations. CWMBA begins with a nucleus of 19 radio-tv stations,

BERNARD MEER FELDMAN

Mr. Bernard said, and is open to membership for stations that are programming large blocks of country and western music. CWMBA telephone is Columbus 5-3530.

Initial slate of officers for the new station association include Kurt Meer, owner-manager of KCUL Fort Worth-Dallas, president; Jack Feldman, general manager of KRKD Los Angeles, executive vice president; Warren Roberts, general manager of WEAS Atlanta, vice president; Kenneth Firnstahl, general manager of KEVE Minneapolis, secretary and Ron Freeman, general manager of KVVG (TV) Tulare, Calif., treasurer.

Purposes of the new group are mutual sharing of country and western projects, research surveys, merchandising, promotion and programming in an effort to bring savings to the local station which can be passed along to the national advertiser. Association projects will include informing agencies and advertisers of the selling power of country and western music stations.

Mr. Bernard listed the following station members in addition to those represented by officers: WARL Arlington, Va.; WCMS Norfolk, Va.; KCKN Kansas City; WFTC Kinston, N. C.; KLRA Little Rock, Ark.; WTCR Ashland, Ky.; KLAK Lakewood, Colo.; KVSM San Mateo, Calif.; WMIE Miami; KWEM Memphis; KSOP Salt Lake City; WJIV Savannah, Ga.; WSWN Belle Glade, Fla., and WAMO Pittsburgh.

Dean Named to TASO Panel 6

CHARLES E. DEAN, Hazeltine Electronics Labs editor, has been named chairman of Television Allocation Study Organization Panel No. 6—established to determine what constitutes an acceptable tv picture [CLOSED CIRCUIT, July 22]. Mr. Dean edits Hazeltine technical bulletins and is the author of a number of engineering papers on television and tv receiver design going back to 1938. More recently, he was the editor of a special bulletin on color tv. Other members of the panel will be named soon.

Would you call this fair play?

Number 5 has to take the *high* hurdles—number 3 gets by with the *low*. Would you call *this* a fair race?

Hardly—but you and most people face that same kind of unfairness every day as far as your taxes are concerned. Here's how:

Part of every dollar you pay for electricity goes for taxes. But a strange twist in federal laws exempts several million American families and businesses from paying all the taxes in their electric bills that you pay in yours. These are the people who get their electricity from federal government electric systems. Like runner number 3, they enjoy *lower* tax hurdles while you strain over the *high* ones.

This kind of tax favoritism is a far cry from American standards of fair play. That's why we believe it should be made widely known and given critical study.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

REVOLUTION

There are all kinds, but in Southern California there's a **viewing revolution** going full blast...

It's those serials...

You remember. Every Saturday you fell into ranks at the neighborhood theatre to see the latest cliff-hanger. Pretty good, huh?

Well, they're back and KTTV has 'em ...406 fast-action episodes. New to Los Angeles, these serials have been clobbering competition in 40 television markets.

Let's look at the marquee...

RED RIDER
GANGBUSTERS
TAILSPIN TOMMY
THE PHANTOM RIDER
LOST CITY OF THE JUNGLE

For depth in the afternoon, KTTV programs an episode from each of **three different serials each day.** Dick Whittinghill, top KTTV sales personality, is on stage to turn your sales story into gold.

Join the revolution. Your Blair agent has complete inflammatory literature.

KTTV
Los Angeles Times-MGM Television
Represented nationally by **BLAIR-TV**

OFFICIALS of the National Academy of Television Arts & Sciences met in Los Angeles last month for the organization's first trustees meeting in an effort to unify east and west coast chapters. Trustees are (standing, l to r) Loren L. Ryder, Ryder Sound Services; Fenton Coe, NBC; Wayne Tiss, BBDO; Sheldon Leonard, producer, *Danny Thomas Show*; Bob Longenecker, artists agent; Thomas Freebairn-Smith, executive secretary, Los Angeles chapter of ATAS, and Virginia Garr, ATAS office secretary; (seated l to r) actor Danny Thomas; actress Jane Wyatt; Harry Ackerman, independent producer; Hubbell Robinson, CBS, and Robert Lewine, NBC. The latter two represented the East. The academy's first national board meeting has been set for this month.

UPCOMING

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 24: Mid-year meeting, New Mexico Broadcasters Assn., Desert Sands, Albuquerque, N. M.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

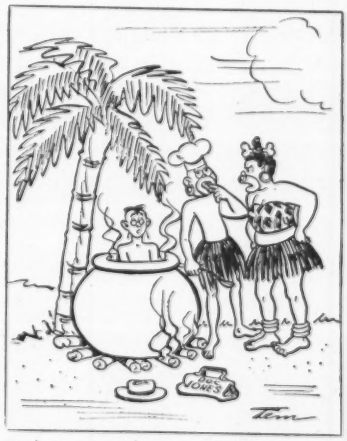
Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis



"—but according to KRIZ Phoenix, it's always bad when the doctor's in a stew."

Ray to Retire From Blair & Co.; Barborka Appointed Chicago Head

RETIREMENT of Paul Ray as Chicago manager of John Blair & Co., station representative, and appointment of Clifford J. Barborka Jr., now Chicago sales manager, to succeed Mr. Ray, are being announced today (Monday) by President John Blair.

Mr. Ray's retirement is effective Sept. 1 under the Blair employes' retirement trust. For more than 40 years, Mr. Ray has been in the advertising field, starting in 1916 with the *Kansas City Star*. He was transferred from Kansas City to the *Star's* Chicago office and in 1923 joined the Associated Farm Paper Group, going three years later with the Katz Agency with which he was associated 14 years, first as Detroit manager and then for five years as Chicago manager. He moved to Blair in 1940.

Mr. Barborka, with Blair since 1952, also will become a vice president of the firm Sept. 1. His other associations include Chicago office of NBC Spot Sales; B. F. Bills Co., where he directed a community development program, and several years with Lever Bros.' Pepsodent Division, first as a salesman and later as director of field tests for Pepsodent's merchandising plans.

In announcing the change at Chicago, Mr. Blair noted that the men have "operated as a highly effective battery—and their

MR. RAY MR. BARBORKA

teamwork has produced substantial increases in our Chicago volume." He said the office's volume is up over 200% since 1955, and that in "creative selling of spot radio, Cliff Barborka has a track record equaled by few." He recounted how "men like Paul Ray" of the space selling fraternity "of a generation ago . . . accurately evaluated the selling power" of the new medium, radio.

House Party Buys Into KTKT

HOUSE Party Productions Inc., owned jointly by Art Linkletter, star of the daytime *House Party* program on CBS-TV, and producer John Guedel, has acquired a half-interest in KTKT Tucson, 10 kw daytime station, and KTKT-FM, from Thomas J. Wallace, subject to FCC approval. The price might be put at $90,000 plus other considerations, Mr. Guedel said, adding that it had not yet been figured out exactly, but would be before the application was filed with the FCC. The deal was made directly with Mr. Wallace, who will stay on as general manager of the Tucson stations.

Storer Quarterly Earnings Hit $3.1 Million, $1.27 Per Share

SECOND quarter earnings after taxes for Storer Broadcasting Co. amounted to $3,143,038.69 compared to $1,395,202.92 for the same period in 1956, Storer announced last week. Earnings per share for the second quarter amounted to $1.27 compared to 56 cents last year.

Earnings for the second quarter reflected non-recurring capital gains of $2,621,969.84 before taxes, or $1,966,477.38 after taxes, amounting to 79 cents per share after taxes. These capital gains resulted from the sale of WBRC-AM-TV Birmingham, after deduction of the capital loss on the sale of the company's uhf stations KPTV (TV) Portland, Ore., and WGBS-TV Miami, the company said.

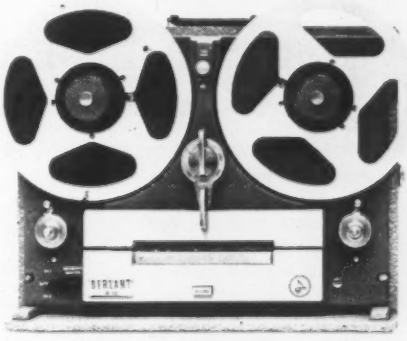
Six-month earnings after taxes amounted to $4,429,484.09 compared to $2,845,445.11 for 1956. Per share earnings for the six-month period amounted to $1.79 compared to $1.15 in 1956. Per share earnings are based on the combined total number of common and class "B" shares outstanding at the end of the period.

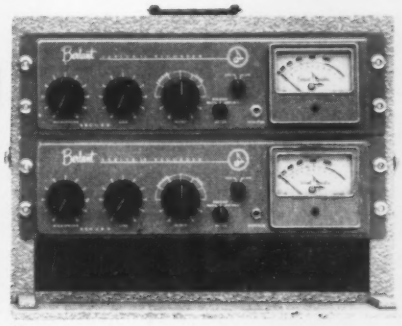
NOW

A Complete Single Package Source for Stereophonic Broadcasts

Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

The Model 33 has three motors including hysterisis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.





OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 5012.2.

HAVE YOU HEARD ABOUT THE OUTSTANDING ENGINEERING OPPORTUNITIES AT AMERICAN?

AUDIO DIVISION
AMERICAN ELECTRONICS, INC.
655 WEST WASHINGTON BOULEVARD, LOS ANGELES 15, CALIFORNIA

NEWS GETS TOP PRIORITY AT WBBM

ONE DAY not long ago CBS Chicago News Director William Garry was leafing through a new directory of city government offices. His eyes did an abrupt double-take when he came across a seemingly innocuous listing—but one that would prickle the curiosity of a trained reporter.

Taking the cue from Mr. Garry, WBBM newsman John Callaway injected the question methodically, almost apologetically, at Chicago Mayor Richard J. Daley's news conference. The mayor's first reaction was surprise and an unbelieving look. Then came a chorus of laughter from the mayor and reporters.

The question: "How's your Billiards Commission, Mr. Mayor?"

"The what?"

"The Billiards Commission."

Mayor Daley smiled and professed ignorance.

That started reporter Callaway digging into city ordinances. While neither the mayor nor oldtimers around City Hall knew what it was, research proved the commission did exist and, what's more, was headed by Mr. Daley. The commission was still on the books, to review any license applications, though billiards long had ceased to be a thriving business at Chicago recreation centers.

The incident in the Mayor's office and the story of Chicago's disappearing billiard parlors were reported to CBS Chicago audiences. They typify the community approach to news by one of the largest combined radio and tv news gathering operations among stations today—WBBM and WBBM-TV Chicago. They rank foremost among CBS o & o outlets (WCBS and WCBS-TV New York use network facilities). CBS Chicago facilities are housed in its new near-north-side $6 million building, a reconverted skating arena, to which it moved a few months ago.

Among CBS Chicago's more impressive claims:

- A combined radio and tv staff of 34 reporters, rewrite men, leg men and administrative personnel and including three full camera crews, all under the managerial hand of Mr. Garry, exclusive of "contract" performers, such as newscasters.
- A firm policy whereby all local and national news is written or rewritten in the CBS Chicago newsroom after being developed by its staff.
- A full complement of news programs on both WBBM and WBBM-TV (including weather and sports), all sponsored and commanding highly-favorable ratings.
- Considerable use of film on WBBM-TV (exclusive of that provided by CBS News Film), with on-the-spot interviews of people in the local news.
- Aggressive spot news and special events coverage by Hugh Hill, special events director, with film and tape excerpts used a few hours after a story is covered, and programs providing treatment "in depth."

One significant aspect of CBS Chicago's hold on the local news picture may be the fact its newsroom operates more like that of a newspaper than a radio or tv station; or that it now develops stories along the departmental indexing lines of national news magazines.

Supplementing this setup are the conventional facilities of AP, UP and INS wires, plus the Chicago City News Bureau. CBS Chicago also claims to be the only radio-tv operation, aside from WCBS-AM-TV New York, to have installed the UP's "business and financial" wire.

As the indexing plan progresses, Mr. Garry is assigning newsmen to special beats in addition to their general duties. Specialists are being trained in labor, science, business, education, human relations, sports, local government and other fields.

All WBBM-AM-TV's news corps had intense training in covering Chicago news beats before joining the stations; contacts made in covering the courts, City Hall, the various commissions, police and other beats have paid off in the CBS Chicago newsroom. Each newsman has become established in his own right.

NEWS DIRECTOR WILLIAM GARRY

"As a result," Bill Garry points out, "our newsmen have become regular members of the Chicago press corps and are accepted on the same basis as pencil-and-paper reporters." It's a rare day when a CBS Chicago newsman is ejected from a court or commission meeting (the Chicago City Council excepted) or denied access to government officials or news wherever it breaks.

The WBBM-AM-TV table of organization is less complex than it may sound. Working under Mr. Garry are the radio and tv news editors, special events director and tv assignment editor. All work through a three-man news bureau including Mike Niegoff, bureau chief, John Callaway and Les Crystal, responsible for overall assignments. Aside from a group of news writers—editors under the chief radio and tv news editors—there's the tv assignment editor (Lu Bartlow) under whom fall the three camera crews. Film editor and film courier work through the tv news editor (Hal Fisher). Radio writers under Bill Wolfan, radio news editor, sometimes are used interchangeably for tv, especially on weekend tv newscasts.

Mr. Garry is convinced broadcast media never need take a back seat to newspapers in covering news: "We believe that radio and tv can develop their own stories to inform and entertain listeners and viewers. Radio, in particular, to compete with newspapers, must develop stories like a newspaper would. And reporting news is just as important as writing it. In fact, we stress hard-hitting news gathering instead of just news writing. Too much local news today tends to border on the police blotter. Stories must be developed in depth on the beats and approached from many angles for perspective. That's why contacts are so valuable. Our men know their way around Chicago." As a result, like Mary's lamb, CBS Chicago's microphones, recorders and cameras are sure to be where there's news.

Because of contacts and aggressive legwork, WBBM (and WBBM-TV, too) has claimed its share of exclusives, not only over other stations but the local dailies as well. Among outstanding examples of top coverage were stories involving the slaying of three boys in Robinson Woods in October 1955 and of the two teen-age Grimes sisters last year; Chicago Transit Authority, Chicago, Aurora & Elgin; Chicago School Board hearings, and the local sessions of the Senate Banking & Currency Committee touching on the case of former State Auditor Orville Hodge, convicted for theft of state funds.

A recent example of depth-in-coverage was provided in the case of Nathan Leopold, a state penitentiary convict who sought a pardon after 33 years imprisonment. WBBM radio claimed a scoop on the announcement of Gov. William Stratton's denial in Springfield; WBBM-TV aired interviews with Mr. Leopold, and WBBM followed through with a wrapup (introduction of the case, Mr. Leopold's prepared statement and a tape interview) on its weekend *For the Record* series.

CBS Chicago's news operation has been as profitable in terms of clients and audience loyalty as it has been commendable—despite the expense. H. Leslie Atlass, CBS vice president in charge of the Central Div., explains:

"We have always given news No. 1 priority in radio, and when WBBM-TV began operation, we adopted the same approach. While it's expensive, there are indications our extensive coverage has been successful ratingswise, which may serve as the primary basis for determining the value of this effort.

"In the case of television, film is a true distinctive factor involved. Without film, a tv news program looks like a radio show. Other local stations likewise have been conscious of its value."

Still, WBBM-TV has increased its use of

celluloid footage, despite the expense. Although CBS Chicago officials decline to reveal figures, the combined news operation costs are substantial. One estimate runs roughly $6,000 per week, exclusive of contract help, with about $3,500 of that for film and lab expenses.

The CBC o & o outlets would not be able to sustain this cost were it not for client acceptance of its radio-tv sports, weather and general news programs from several satisfied sponsors. This is particularly true in the case of television where, as one official put it, "we have to be sold out and where we don't have the spread in commercial time as in radio." Actually, there are a few five-minute sustainers available for purchase, but four daily quarter-hours are sold out, or 60 of the 70 minutes.

In radio WBBM programs seven locally-produced 15-minute newscasts daily, plus three 5-minute newscasts, three 15-minute sports shows, two weather programs and six additional five-minute newscasts during American Airlines' *Music Til Dawn* (Mon.-Sat., 11:30 p.m.-5:30 p.m.), exclusive of its weekend "Monitor" type service schedule where news is aired five minutes before every hour and half-hour.

Among CBS Chicago news clients: Standard Oil Co. of Indiana, Chicagoland Dodge Dealers, Ford Dealers of Chicago, Household Finance Corp., Oklahoma Oil, Benson & Rixon, Shell Oil Co., Hill Bros. Coffee, General Motors, Clark Gas & Oil, Jos. Schlitz Brewing Co., Capitol Airlines, United Airlines, Texas Co., International Nickel Co. and Telex Hearing Aid Co.

Of the present crop, Clark Oil & Refining Co. is probably the heaviest saturation user, with its spread on WBBM radio's Saturday and Sunday afternoon *Mal Bellairs Show*.

With the evolution of the weekend music-news-sports format, news has become increasingly important to WBBM radio, particularly the five-minute segments, although it remains no less invaluable on television. For that reason, CBS Chicago feels that such commentators as John Harrington, Fahey Flynn, Julian Bentley, Joe Foss, Maury Magill, Jerry Dunphy, Frank Reynolds, Russ Binsley and others command priceless listener and viewer loyalty that helps sell the news and thus the shows.

Says Bill Garry:

"We want people to believe in our news —anybody can buy wire services. Our newsmen build confidence in our news. The importance of leg men is measured in their first-hand, on-the-scene reports. Their thinking and judgment thus become a part of the news reporting."

CBS Chicago officials agree "the turning point" in raising its news operation's competitive level was the formation of a WBBM radio special events department in 1953 with Hugh Hill as director. A bustling, seasoned reporter with a penchant for asking disarming but crisp questions, Mr. Hill is CBS Chicago's news and special events mobile man. He has been especially effective with the tape recorder and is used for film interviews, too. His greatest asset, however, is his mobility and flexibility.

When he isn't out getting reactions on

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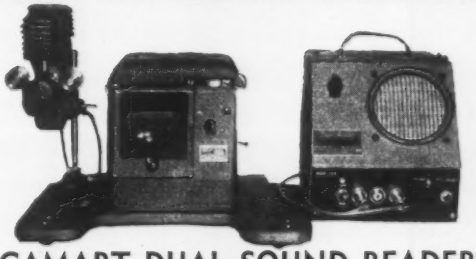

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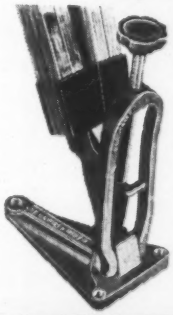

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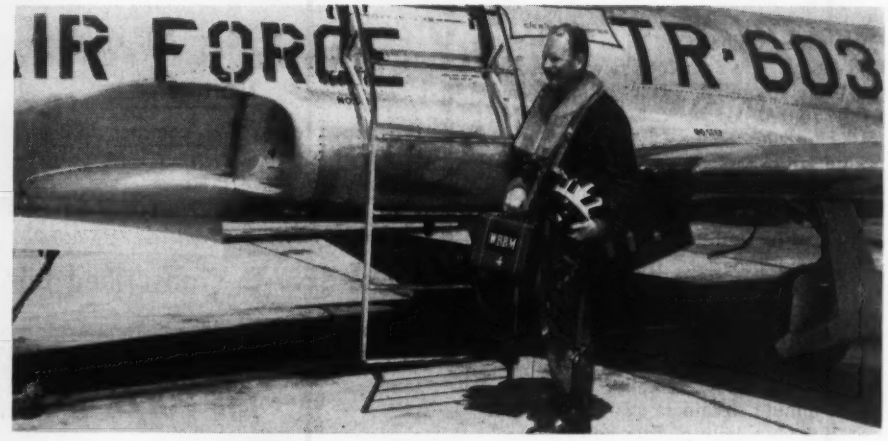
spot news stories for any of CBS Chicago's radio-tv news programs, Mr. Hill devotes his duties to a half-hour documentary series, *Ear on Chicago,* which he describes as "journalism in sound." The program is a joint effort of WBBM and the Illinois Institute of Technology (producer John Buckstaff), with Herb Grayson, information services director of CBS Chicago, as coordinator.

Through some 100 programs now Mr. Hill has dodged line drives in Chicago's Comiskey Park and Wrigley Field, interviewed FBI agents, talked with dog-catchers, ridden planes, interviewed sports and political figures, visited anti-aircraft defenses and penal institutions and zoos, and otherwise kept on the move.

Whatever the subject, colleagues insist no advance preparation is needed and that Mr. Hill puts together the story in his mind's eye within 10 minutes after walking onto the scene. Mr. Hill himself explains his approach:

"It's not important really what is said but getting the voice on tape. It's simply a matter of self-identification. People are interested in people. With tape we get a more realistic story." Using a technique that often sounds naive or appears to be "curiosity-seeking" in its highest degree, Mr. Hill has managed to get some acknowledged classic interviews from former President Harry Truman strolling on Michigan Avenue, New York Yankees Manager Casey Stengel, Perle Mesta and other personalities. He also managed to get the bum's rush by henchmen of the late mobster Jake Guzik when he tried to jab a microphone in front of the mobster during Chicago City Council Crime Committee hearings. As he explains it: "There was no voice, but the film sequence was graphic."



HUGH HILL *takes to the air for special events coverage*

At a recent dinner panel meeting of the Chicago Headline Club, radio-tv-newspaper representatives were discussing the Grimes sisters' case. Just as Mr. Hill was about to give his views, a latecomer remarked to a friend, "The City Hall's on fire." Word got around to the panel, with the usual knowing nods for what seemed like a tired old gag. Mr. Hill left abruptly, the only member of the panel (comprising newspaper editors) to cover it, taping interviews with Mayor Daley and others. Live, on-the-spot cut-ins and films were used that evening on CBS Chicago news shows.

The local newspapers have a healthy respect for the CBS Chicago news operation, including Mr. Hill. WBBM radio's *Ear on Chicago,* which lets on-the-scene sounds tell the story (a building being torn down, a day at the Chicago Board of Trade, etc.), was enterprising enough to relate how the competing local newspapers get out the news. They told listeners about the editorial side of the *Daily News* and the circulation department of the *Sun-Times.*

Mr. Hill started his career as a sports announcer with KFRU Columbia, Mo., in 1945, moving to WEXI (FM) St. Charles and WMRO Aurora, both Ill., and WJOB Hammond, Ind., handling college and high school basketball and eventually covering all sports events. He joined WBBM in 1953 and still interviews major sports personalities.

Mr. Garry came to WBBM-TV as news picture editor in March 1953 after serving as tv news picture editor for United Press and, earlier, Acme News Pictures, plus editorships on community newspapers. He became general manager of WBBM-AM-TV's news department in May 1953.

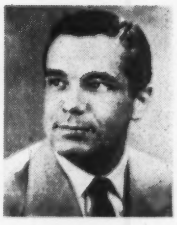
Under his supervision, the stations' news operations have gained acclaim for outstanding coverage, among news associations and listeners-viewers alike. Its documentaries (like *Ear on Chicago*) also have won recognition among the trade.

Last April WBBM Radio was cited by the National Headliner Club from among 1,000 radio station entries for "consistently outstanding news reporting by a radio station." It also received a citation for "distinguished achievement for outstanding radio news operation in 1956" from the Radio-Television News Directors Assn. in cooperation with Northwestern U.'s Medill School of Journalism. WBBM also was singled out for five out of six first place citations in the metropolitan division of the Illinois Associated Press Annual Newswriting Competition, and its *Ear on Chicago* won second ranking for best documentary program.

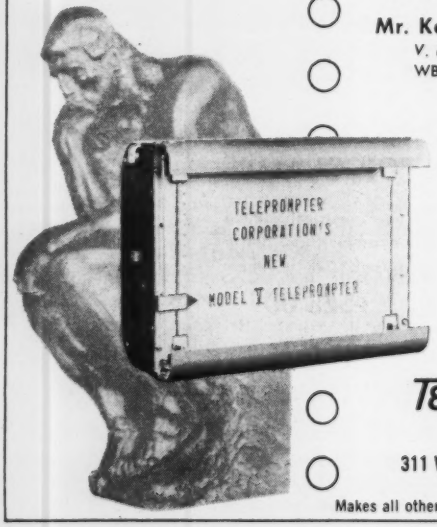
CBS Chicago's success suggests that news is not merely where you find it but what you make of it.

...its words to the wise are sufficient

"TelePrompTer has improved our performance, added to our flexibility, and has also helped us to enhance the believability and impact potential of our performers."



Mr. Kenneth Tredwell,
V. P. & Managing Dir.
WBTV Charlotte, N. C.



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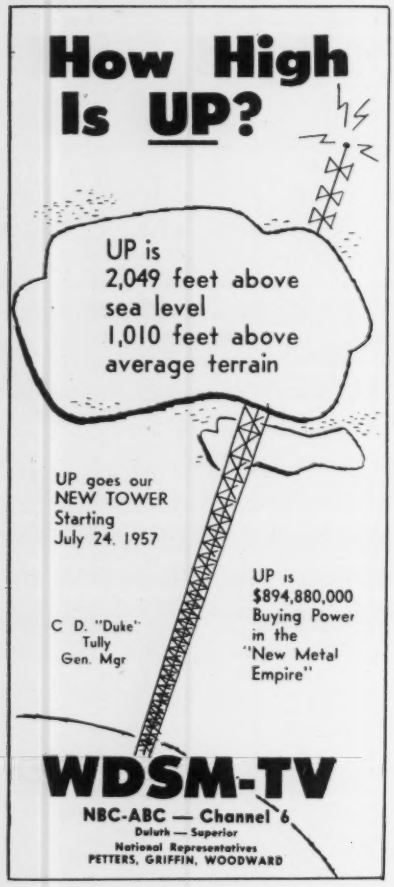
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PARTICIPATING in the transfer of WAAM (TV) Baltimore to Westinghouse Broadcasting Co. were these executives of WBC and WAAM Inc.: (seated l to r) Ben Cohen, president of WAAM Inc., and Donald H. McGannon, president of WBC; (standing, l to r) Henry Fischer, counsel for WAAM; Norman Kal, executive vice president of WAAM; Herman Cohen, vice president of WAAM, and John Steen, attorney for WBC. The station will change its call letters to WJZ-TV, derived from the identification of Westinghouse's pioneer radio station formerly in Newark.

Advertisement

Sponsors Learn C.C.A. Packs Wallop

"CCA grossed $40,950 with 25 new commercial accounts which were established during the campaign," writes Del Lesson, manager of KDYL in Salt Lake City.

Del Lesson

In his letter to John C. Gilmore, Vice President of Community Club Awards, Lesson continues, "CCA unquestionably has been the largest undertaking ever sponsored by a Utah station in helping women's charitable, civic, religious, fraternal and social clubs earn money for their treasuries.

"CCA has given Salt Lake City a vital new awareness of the power of radio. Sponsors have learned that CCA carries a tremendous wallop!"

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WRC-TV Offers Advertisers New Special Effects System

WRC-TV Washington last week unveiled for local agency people a new special effects system developed by the station's engineering department for local advertisers.

Developed over two years by Keith Price of the WRC-TV engineering staff, and labeled "Magic Lens" for presentation purposes, the device is a video effects generator, using a system of movable baffles and a flying spot scanner. Effects offered include vertical, horizontal and diagonal wipes as well as the notch wipe, which inserts one live picture into another on any portion of the screen, iris spotlight, moving neon-like designs for pointing out portions of the picture, moving-pattern backgrounds for cut-out designs and random insert shapes, which offer sharper, more mobile images than superimposition.

The system is controlled from the studio board, and so far, 35 effects combinations have been worked out, using studio or remote cameras, film chain, slides or teloptic on. Potentialities of the video effects generator still are being explored. Up to now, the system has been used to silhouette product logotype shapes on live pictures, other special commercial effects and for programs.

Advertisers and agencies are being assisted in use of the video effects generator by the WRC-TV commercial production service, directed by William E. Coyle, director of public relations, promotion and advertising.

WPST-TV Miami Now on Air

MIAMI's third commercial vhf station, WPST-TV, began telecasting with 316 kw on ch. 10 Aug. 2. The new station, operated by Public Service Television Inc., subsidiary of National Airlines, is in temporary quarters at N.E. 21st St. and Biscayne Blvd., while a permanent plant is under construction at that site. Target date for completion of the new building is Nov. 15. Miami's other commercial v's are ch. 4 WTVJ (TV) and ch. 7 WCKT (TV). One other commercial station, WITV (TV), is on uhf ch. 17, and an educational outlet, WTHS-TV, is on ch. 2.

WDSM-TV Constructs New Tower

A NEW "tower of towers" is being built by WDSM-TV Duluth, Minn., which will be one of the highest structures in its viewing area, according to an announcement by C. D. (Duke) Tully, general manager. The tower is expected to be in operation by Sept. 15 of this year, and will be 805 feet above ground and 1,010 feet above average terrain.

Crennan Pays $60,000 for KHUB

KHUB Watsonville, Calif., was sold Thursday to F. T. Crennan of San Francisco. The price was $60,000. Hamilton, Stubblefield, Twining & Assoc. handled the transaction. Sellers were William and Dorothy Morgan, co-owners. KHUB operates 250 w fulltime on 1340 kc.

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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

Oury Sells WWRI for $109,000 To Green, Lindow and Others

SALE of 250 w WWRI West Warwick, R. I. (on 1450 kc), by Paul Oury to Grelin Broadcasting Inc., for $109,000, was announced last week.

The Grelin company includes Melvin C. Green, 31%; Lester W. Lindow, 31%; Martin Beck, 12%, and others. Mr. Green is an officer of Twin State Broadcasting Inc. (Time Inc. subsidiary), which operates WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Consolidated Television & Radio Broadcasters Inc. (Bitner stations). Mr. Lindow is on leave of absence as vice president-general manager of WFDF Flint, Mich. He is now executive director of the Assn. of Maximum Service Telecasters. Mr. Beck is a radio account executive with the Katz Agency, New York. The sales agreement includes a $10,000 consultant's fee for Mr. Oury, running for two years.

WTVJ (TV) Miami News Film Helps To Put Triple-Slayer in Prison

A MIAMI nursery operator was convicted and sentenced to life imprisonment last week for the slaying of his wife and two children after news film shot by WTVJ (TV) Miami cameraman Fred Mooke was introduced in the trial proceedings as direct evidence.

The prosecution reportedly had sought to prove that nursery operator Leslie McClure was calm and composed immediately after the triple-slaying by attempting to introduce still shots of him taken at the scene of the crime. The defense had objected. But Dade County Circuit Judge Ray H. Pearson authorized showing the films, taken on Christmas Day 1956, and screen and projector were set up in the courtroom. The one-minute news film of Mr. McClure being escorted from the death scene by police was projected for judge and jury.

KXLE Sold for $80,000

KXLE Ellensburg, Wash., has been sold by Goodwin Chase Jr., president, to Joseph B. Kendall, Willis R. Harpel and Stephen C. Wray. The price was $80,000, with Hamilton, Stubblefield, Twining & Assoc. as broker. Mr. Kendall, general manager of KXLE for a decade, is expected to continue in that post. Messrs. Harpel and Wray are in Los Angeles radio. The station operates on 1240 kc with 250 w power.

KGLA-FM to Go on Air in L.A.

KGLA-FM Los Angeles, a new fm outlet, is scheduled to go on the air this Thursday, according to an announcement last week by M. D. Buchen, general manager. The station, to operate daily from 7 a.m. to 12 midnight, will broadcast on 103.5 mc with 13 kw.

ADVERTISERS & AGENCIES

William J. Gillilan, vice president, MacLeod & Grove, Pittsburgh and New York, promoted to marketing director.

Clifford Davis, eastern region sales manager, General Foods, N. Y., to Lennen & Newell, same city, as senior vice president and director of merchandising.

Philip H. Schaff Jr., account executive, Leo Burnett Co., N. Y., elected vice president, to be responsible for agency finances.

William M. Russack, creative director of Shaller-Rubin Co., N. Y., elected vice president.

William L. Haddad, assistant secretary, and **Dulany S. Smith,** director of brand managers, Whitehall Pharmacal Co., N. Y., named vice presidents.

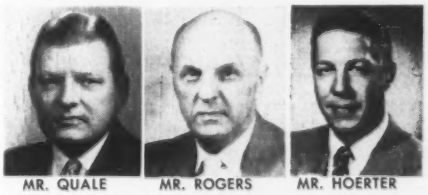
John B. McLaughlin, formerly director of advertising and sales at Kraft Foods Co., Chicago, appointed vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

Harold P. Requa Jr., formerly sales promotion vice president of Breast-O'-Chicken Inc., San Diego, to Foote, Cone & Belding, L. A., as account executive.

◄ **Phil Franklin,** formerly advertising manager, Santa Barbara (Calif.) Mutual Bldg. and Loan, to Barnes Chase, San Diego, Calif., as account supervisor. He will supervise Home Federal Savings & Loan Assn. of San Diego and three of agencies industrial clients. Mr. Franklin has had 10 years experience in savings and loan and industrial account supervision in both San Diego and Los Angeles.

Edward F. Krein, formerly division general manager at Massey-Harris-Ferguson Inc. (farming equipment), Racine, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

Andrew C. Quale, formerly manager of new product advertising at Kraft Foods Co. and sales-advertising manager of Walter Baker chocolate division of General Foods Co., to Campbell-Mithun, Chicago, as account executive. **Alex Rogers,** advertising manager of Libby, McNeill & Libby for 15 years, and **William W. Hoerter,** formerly account



MR. QUALE MR. ROGERS MR. HOERTER

specialist with McCann-Erickson and Foote, Cone & Belding, also named account executives at Campbell-Mithun.

William F. Taylor Jr., formerly vice president, Goold & Tierney Inc., N. Y., agency to Reach, McClinton & Co. in agency's Newark, N. J., office as account executive and copy writer.

Frederick T. Wehr, radio-tv director, Joseph Katz Co., Baltimore, Md., to H. W. Buddemeier, same city, as account executive and radio-tv director.

◄ **Henry O'Neil,** space advertising manager, American Airlines, N. Y., appointed advertising director. He will be responsible for directing American's radio-tv advertising as well as other media and he will coordinate program with Lennen & Newell, AA agency.

◄ **Meck Howlett,** direct advertising manager for American Airlines, promoted to sales promotion director.

Kenneth Baker, advertising manager, Gerber Baby Foods, Fremont, Mich., promoted to director of advertising.

Louis A. Collier, manager of Scranton (Pa.) sales branch, H. J. Heinz Co., named sales promotion manager for grocery products, marketing division, Pittsburgh.

◄ **William D. Stroben,** formerly account executive at McCann-Erickson Inc. and previously advertising and sales promotion manager for both Sylvania Electric Co. and Thor Corp., to Norge Div. of Borg-Warner Corp., Chicago, as advertising director. He will responsible for national and co-op advertising on Norge home appliances.

Theodore H. Mecke Jr., formerly executive assistant to vice president of public relations, Ford Motor Co., appointed general public relations manager.

George Johnston, Brooke, Smith, French & Dorrance, Detroit, named media director.

William B. Hinman, Lambert & Feasley, N. Y., named media director.

Bernice Gutmann, media director, Dorland Adv., Atlantic City, N. J., to Daniel & Charles Inc., N. Y., in similar capacity.

David P. Lewis, executive film producer for Doherty, Clifford, Steers & Shenfield, N. Y., has resigned effective Aug. 15 to move to Los Angeles to fulfill writing and producing commitments beginning Sept. 1.

Sy Sakin, assistant art director, Young & Rubicam, N. Y., to Grey Adv., same city, as art director in sales promotion department.

Eve Kiely, formerly account executive at Earle Ludgin & Co., Chicago, to Geoffrey Wade Adv., same city. **Robert T. Long,** formerly with Tatham-Laird Inc., also joins Wade.

Nancy Beyer, formerly assistant publicity

director of Catalina swimwear, and **Tony Costanzo,** previously automotive public relations director for Upholstery Leather Group Inc., to Grant Adv., N. Y., public relations staff.

Horace W. Dengler, 66, vice president, Donahue & Coe, N. Y., died Aug. 4 following heart attack.

FILM

Joseph H. Moskowitz, vice president of Twentieth Century-Fox Film Corp., N. Y., and **Harold Kovner,** N. Y. business executive, appointed to board of directors of NTA Film Network, same city.

Ralph Maitland, manager of midwest office, Wilding Picture Productions, N. Y., to Transfilm Inc., same city, as manager of newly-created midwest division, with headquarters in Pittsburgh.

William Boyd, previously budget manager for B. T. Babbitt Inc., N. Y., appointed business manager for Terrytoons, division of CBS Television Film Sales Inc., same city.

John Cuddy, production department, Transfilm Inc., N. Y., named production manager of Transfilm's animation department.

Morrie Roizman, supervisor of short subjects for National Telefilm Assoc., N. Y., appointed director of editorial department of Transfilm Inc., N. Y., effective Aug. 19.

Dave Dash, Cornell Films Inc., N. Y., resigns.

NETWORK

Howard Miller, radio-tv personality on various Chicago radio-tv stations, replaces **Dennis James** as host of NBC-TV Mon.-Fri. *Club 60*. Mr. James returns to New York for fall tv commitments.

Jeril Deane, singer, becomes permanent member of cast of ABN's *Breakfast Club* after being selected from some 300 aspirants for position in talent search.

Bob Crosby, star of daily, afternoon half-hour program on CBS-TV, appointed television chairman of Multiple Sclerosis Hope Chest campaign.

William McCauley, NBC Chicago business manager, father of girl, Mary Elizabeth, July 9.

Gordon Mason, account executive CBS Radio Pacific Network, father of boy, Craig Campbell, July 20.

Larry Elliott, 57, New York television actor and former White House announcer for CBS during mid-1930's, died July 28 at his home in Port Chester, N. Y., following heart attack.

Sol Wagner, turntable operator at NBC for past seven years and former bandleader, died July 30.

STATIONS

Dean Seaton, station manager, KROY Sacramento, Calif., promoted to executive vice president and **Al Richards,** sales manager, takes on additional duties as station manager.

◄ **Sidney Goldstein,** comptroller of WPEN-AM-FM Philadelphia, named secretary.

Peter Theg, station manager, WMTV-AM-TV Madison, Wisc., named general manager.

◄ **Ronald R. Ross,** public service-production director, WOWO Ft. Wayne, Ind., to WPTA (TV) Roanoke, Ind., as general manager. WPTA is scheduled to go on air Sept. 21.

Wayne H. Odell Jr., sales representative, WNIX Springfield, Vt., named station manager.

M. J. (Monte) Guardino, KUIN Grants Pass, Ore., to KPER Gilroy, Calif., as station manager, and **Philip J. Martinez** named sales manager. Station is scheduled to go on air Aug. 31.

W. M. H. (Bill) Smith, formerly sales manager, WBEE Harvey, Ill., to Rollins Broadcasting Inc. (WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE; WAMS Wilmington, Del.; WGEE Indianapolis, Ind., and WPTZ [TV] Plattsburgh, N. Y.) as midwest sales manager.

◄ **Malcolm S. Richards,** salesman-regional account executive, WING Dayton, Ohio, named sales manager.

Ernest Lewis, regional sales manager, WBRE-TV Wilkes-Barre, Pa., promoted to national sales manager. **Phil A. O'Neill,** recently owner of agency bearing his name, and **Joe Gries,** WBRE account executive, named WBRE-TV regional sales manager and WBRE sales manager, respectively.

◄ **Robert C. Burris,** formerly general manager of KSAN San Francisco, to KEYT (TV) Santa Barbara, Calif., as sales manager. Before joining KSAN, he was with KSFO and KJBS San Francisco.

MR. LEWIS MR. O'NEIL MR. GRIES

James H. Quello, WJR Detroit, promoted to program manager, succeeding **Ron Gamble,** who resigns to devote full time to his Blue Haven resort at Greenbush, Mich.

◄ **Edward J. Roth Jr.,** program manager, WNDU-TV South Bend, Ind., to WGN-TV Chicago in similar capacity. He succeeds **Jay Faraghan,** who joins WFLA-TV Tampa, Fla.

Harold Wheelahan, commercial manager, WDSU New Orleans, assumes additional duties as assistant station manager and **Jim Dunbar** named production supervisor.

◄ **Robert E. Newsham,** national sales coordinator, WFIL-AM-TV Philadelphia, to KYW-TV Cleveland, Ohio, as assistant sales manager, succeeding **Joseph P. Dougherty,** who joins WAAM Baltimore as sales manager [B•T, Aug. 5].

Roy Meachum, news staff, *Washington* (D. C.) *Post*, to WBAL-AM-TV Baltimore

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as public relations-promotion-advertising manager.

Joseph Kahnke, chief engineer, WTCN-AM-TV Minneapolis-St. Paul, named engineering director. **Warren Fritze,** formerly assistant to Mr. Kahnke, succeeds him as chief engineer.

William Kreitner, sales, WRCA-TV New York, to WRCA as director of sales.

◄ **Holt Gewinner Jr.,** account executive, Day, Harris, Hargrett & Weinstein, Atlanta, to WSB Atlanta as national sales promotion director. Mr. Gewinner served on WSB sales staff in 1951.

Charles W. Brodhead, chief director-production supervisor, CKLW-TV Detroit-Windsor, Ont., to WLWI (TV) Indianapolis, Ind., as program director. WLWI is scheduled to go on air in mid-September.

◄ **Mike Schaffer,** promotion director, WDBJ-TV Roanoke, Va., to WAVY-TV Portsmouth, Va., as promotion-publicity director. WAVY-TV is scheduled to go on air as ABC affiliate Sept. 1.

Robert E. Marshall, former band and act agent, Music Corp. of America, to WBZ-WBZA Boston-Springfield, Mass., as publicity director.

Virgil C. Roberts Jr., WSAI Cincinnati, Ohio, named assistant chief engineer.

Kenn Smith, engineer, WCSH-TV Portland, Maine, to WHDH-TV Boston in similar capacity.

Stan Cohen, formerly with Ziv Programs Inc., to WDSU New Orleans to head research, sales promotion and merchandising operations.

Duane X. Riley, Rochester, N. Y., newspaperman, to WWTV (TV) Cadillac, Mich., as news director.

Jerry Harper named news director of WMTV (TV) Madison, Wisc.

George Hayward, announcer, WABJ Adrian, Mich., to WYSE Lakeland, Fla., as news-sports director.

Sidney Magelof, general manager, WEAM Arlington, Va., to WGMS-AM-FM Washington as account executive.

Lathrop Mack, formerly with NBC Spot Sales in New York and Hollywood, to KLO Ogden, Utah, as account executive.

Robert E. Porter, formerly news editor at WJVA South Bend, Ind., to WLOI LaPorte, Ind., as Sunday news editor.

Roger Sheldon, formerly with KFMU (FM) Glendale, and KGIL San Fernando, both California, to KRHM (FM) Los Angeles sales staff.

Bob Green, WPTV (TV) West Palm Beach, Fla., to WINZ Miami as host of his own show.

Garry Miller, WSRS Cleveland, to WHKK Akron, both Ohio, to host daily *Breakfast Time* and *Melody Roundup.*

Bob Johnson, program director, KRIZ Phoenix, Ariz., to KHEP Phoenix as host of three-hour afternoon program.

Monte Lang, former disc jockey and announcer at WCAT Orange, Mass., to WPAC Patchogue, N. Y., in similar capacity.

Louis Draughon, president-general manager, WSIX-AM-TV Nashville, Tenn., recuperating in Vanderbilt Hospital, Nashville, after automobile accident.

Reed E. Snyder, 54, chief engineer of WHO-AM-FM-TV Des Moines, Iowa, died Aug. 2 following heart attack.

REPRESENTATIVES

◄ **Ralph Guild,** McGavren-Quinn Co., S. F., moves to N. Y. office of company as manager. He will "specialize in presenting and representing key west coast properties." **Bob Allen,** account executive in L. A. office, succeeds Mr. Guild.

Carroll McKenna, formerly with KABC-AM-TV Los Angeles, and **Paul Kennedy Jr.,** KABC-TV account executive, to Edward Petry & Co., L. A., as radio and tv account executives, respectively.

TRADE ASSOCIATIONS

Michael Keith, Philip Morris Inc., N. Y., re-elected president of Merchandising Executives Club of N. Y. Other officers: **Edward D. Russell,** Commercial Printing Co., executive vice president; **Harry Fraker,** Topics Pub. Co., vice president for programming; **Austin Johnson,** Benton & Bowles, vice president for membership; **Walter Thune,** Cunningham & Walsh, vice president for publicity; **Richard M. Elliott,** *Look* magazine, secretary, and **Roy Harris,** Advertising Distributors of America, treasurer.

Heather Woodward, public service director, WQAM Miami, elected president of American Women in Radio & Television's Gold Coast Chapter (extends from Orlando, Fla., to Key West, Fla.). Other officers: **Lee Waller,** WTVJ (TV) Miami program director, vice president; **Kay Patterson,** United Fund assistant director of public relations, secretary, and **Billy O'Day,** WCKR Miami women's editor, treasurer.

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PROFESSIONAL SERVICES

◄ **John D. Hymes,** research-merchandising director, KGO-AM-TV San Francisco, to Peter J. Gordon & Staff (public relations firm), same city, as partner and vice president. Company changes name to Gordon-Hymes & Staff Inc.

Robert J. Flood, formerly public relations director at Dancer-Fitzgerald-Sample, N. Y., announces opening of his own public relations office at 22 E. 49th St., N. Y. 17. Telephone: Plaza 5-3520.

DeWard Jones, formerly with public relations staffs of ABC, NBC and Radio City Music Hall, named manager of television publicity department of David O. Alber Assoc., N. Y., public relations firm.

Edwin A. Kartman, to editorial staff of Daniel J. Edelman & Assoc., public relations firm, Chicago.

Robert M. Anderson, former New York publicist and radio commercial writer, to Gil Coleman Assoc., S. F., public relations counselors.

Quinn O'Connell, law clerk to Circuit Judge John A. Danaher, to Weaver & Glassie, Washington law firm. Mr. O'Connell was graduated from Georgetown Law School, same city, in 1955.

MANUFACTURING

Sidney Sparks, vice president in charge of commercial activities, RCA Communications Inc., N. Y., named vice president of operations and engineering; **Lon A. Cearley,** vice president and controller, named vice president of finance; **Frederick J. Sager,** treasurer, elected vice president and treasurer, and **Edwin W. Peterson,** assistant controller, appointed controller.

Charles A. Daly Jr., purchasing agent, RCA Victor Radio & Victrola Div., named manager of general purchasing for RCA, Camden, N. J. He is succeeded by **William S. Strout,** manager of electrical purchasing.

MR. STORER

MR. JOHNSON

MR. KELLY

MR. BUCHANAN

STORER Broadcasting Co., Miami, announced four new appointments last week. Peter Storer, who has served in various sales capacities with WJBK Detroit, becomes general sales manager of WJW-TV Cleveland, Ohio. Lewis P. Johnson, formerly with Storer's New York national sales office, joins WPFH (TV) Wilmington, Del., as sales manager. Jack Kelly, managing director of WJW, and Robert Buchanan, formerly with the sales department of WJBK-TV, become New York sales managers for WPFH and WJBK-TV, respectively.

◄ **John R. Suor,** salesman of electronic and consumer electrical products with Sylvania Electric Products, N. Y., appointed product manager of radio and high fidelity.

Marion F. Chetty, formerly plant manager, Sylvania Electric Products' cathode ray plant, appointed manager of television tube manufacturing plant. **P. C. Covich,** electronic products sales representative, appointed mid-eastern distributor sales manager of electronic products and **David G. Cowden,** formerly chief of mask operations, Sylvania's color tv tube department, named manager of special purpose tube operations for company's tv picture tube division in Seneca Falls, N. Y.

Dr. Thomas H. Johnson, research director, Atomic Energy Commission, to Raytheon Mfg. Co., N. Y., as research division manager, effective Oct. 1.

Howard C. Briggs, former vice president of military division, Hoffman Labs Inc., Washington, to Collins Radio Co., same city, as director of government relations.

Jerome G. McCormick, divisional credit manager for receiver division of Allen B. DuMont Labs., N. Y., appointed assistant general credit manager.

INTERNATIONAL

Joan Baxter, women's commentator, CFRA Ottawa, Ont., named president of Ottawa branch of Canadian Women's Press Club.

Clyde H. McDonald, research and development director of Bureau of Broadcast Measurement, Toronto, has opened research firm, McDonald Research Ltd. at Toronto and will make broadcast audience surveys.

EDUCATION

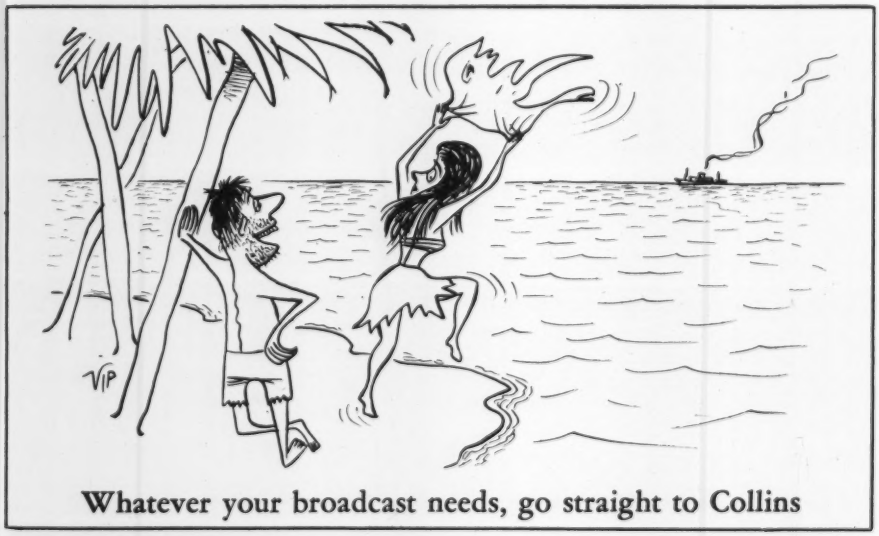
Dr. Keith M. Engar, associate professor of speech and theatre arts, U. of Utah, Salt Lake City, to KUED (TV) Salt Lake City (educational station) as program director.

Profs. C. H. Sandage, Theodore Peterson and **H. V. Cordier,** U. of Ill., Urbana-Champaign, named to head advertising, journalism and radio-tv divisions, respectively.

Dr. James Y. Moultrie named coordinator of Special Education Tv Project for Alabama Educational Tv Network.

GOVERNMENT

Milton H. Biow, former head of his own agency and now consultant, appointed by President Eisenhower to serve on President's Committee on Government Employment Policy, group concerned with preventing discrimination in federal employment practices.



Station Authorizations, Applications
(As Compiled by B • T)
August 1 through August 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	399	144
Fm	539	519	54	57	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[3]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	865	585	1,448[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	903	618	1,516[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

Biloxi, Miss.—Radio Assoc. Inc. granted vhf ch. 13 (210-216 mc); ERP 3 kw vis., .25 kw aur.; ant. height above average terrain 303 ft. Estimated construction cost $119,099, first year operating cost $120,000, revenue $180,000. P. O. address Box 152, Biloxi. Studio location Biloxi. Trans. location Jackson County. Geographic coordinates 30° 24′ 00″ N. Lat., 88° 48′ 30″ W. Long. Trans.-ant. RCA. Legal counsel Maurice Barnes, Washington, D. C. Consulting engineer Odes E. **Robinson** (2%). Mr. Robinson owns **WVMI Biloxi** and has interest in **WPTW Piqua, Ohio** and **Robinson** (2%). Mr. Robinson owns **WVMI Biloxi,** and has interest in **WPTW Piqua, Ohio** and **WKOY Bluefield, W. Va.** Mr. McKee has Zenith radio dealership. Announced Aug. 6.

Gulfport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. granted uhf ch. 56 (722-728 mc); ERP 21.47 kw vis., 11.59 kw aur.; ant. height above average terrain 320 ft., above ground 340 ft. Estimated construction cost $60,420, first year operating cost $73,000, revenue $85,000. P. O. address 960 East River Oaks Dr., Baton Rouge 6, La. Studio and trans. location Silverdale Addition, Gulfport. Geographic coordinates 30° 22′ 02″ N. Lat., 89° 07′ 26″ W. Long. Trans. and ant. RCA. Legal counsel D'Amico & Curet, Baton Rouge. Mr. Corkern, former owner, **WIKC Bogalusa, La.,** is assistant engineer, **WBRZ (TV) Baton Rouge, La.,** and farmer. Announced Aug. 1.

Hay Spring, Neb.—Duhamel Enterprises Inc. granted vhf ch. 4 (66-72 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 649 ft., above ground 583 ft. Estimated construction cost $165,000, first year operating cost $18,000. P. O. address Box 1752, 1819 W. St. Joe St., Rapid City, S. D. Studio location Hay Spring. Trans. location Sheridan County. Geographic coordinates 42° 38′ 25″ N. Lat., 102° 42′ 4″ W. Long. Trans.-ant. RCA. Legal counsel Charles V. Wayland, Washington, D. C. Principals include **Helen S. Duhamel** 91% and seven others. Mrs. Duhamel has interest in **KOTA Rapid City.** Announced Aug. 1.

North Platte, Neb.—Goldenrod Tele-Radio Co. granted vhf ch. 2 (54-60 mc); ERP 2.8 kw vis., 1.7 kw aur.; ant. height above average terrain 85 ft., above ground 202 ft. Estimated construction cost $92,050, first year operating cost $135,000, revenue $150,000. P. O. address 400 E. Fourth St., Pueblo, Colo. Studio location North Platte. Trans. location Lincoln County. Geographic coordinates 41° 08′ 14″ N. Lat., 100° 45′ 33″ W. Long. Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consult-

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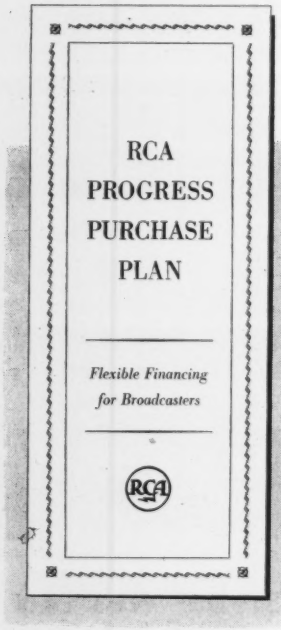

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ing engineer Vandivere, Cohen & Wearn, Washington, D. C. Equal partners are **Ray J. Williams, Franklin R. Stewart** and **Alvin E. Larsen Jr.** Mr. Williams owns 60% **KRFC Rocky Ford, Colo.** Mr. Stewart is attorney, and Mr. Larsen contractor. Announced Aug. 1.

Amarillo, Tex.—Southwest States Inc. granted vhf ch. 7 (174-180 mc); ERP 46 kw vis., 23 kw aur.; ant. height above average terrain 806 ft., above ground 843 ft. Estimated construction cost $167,500, first year operating cost $388,029, revenue $543,446. P. O. address 1301 Polk St., Amarillo. Studio location 1301 Polk St., Amarillo. Trans. location five miles north of Amarillo. Geographic coordinates 35° 18′ 55.137″ N. Lat., 101° 50′ 3.028″ W. Long. Trans. and ant. RCA. Legal counsel Pierson, Ball & Dowd, Washington. Consulting engineer John Creutz, Washington. Principals are equal owners **Robert D. Houck,** general manager-47% owner, **KAMQ Amarillo;** his brother **Hoyt Houck,** president-47% owner of KAMQ; **Murry Worner,** commercial manager-2.66% owner of KAMQ, and **George A. Oliver,** sales manager-1.33% owner of KAMQ. Announced Aug. 1.

Monahans, Tex.—Tri-Cities Bcstg. Co., co-partnership of J. Ross Rucker, J. B. Walton and Helen Winborne Walton granted vhf ch. 9 (186-192 mc); ERP 27.5 kw vis., 13.8 kw aur.; ant. height above average terrain 619 ft., above ground 637 ft. Estimated construction cost $149,-061, first year operating cost $160,000, revenue $160,000. P. O. address Box 1118, Monahans. Studio and trans. location 2.5 mi. east of Pyote on U. S. Hwy. 80. Geographic coordinates 31° 32′ 44″ N. Lat., 103° 04′ 48″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Rucker is 36% owner-pres.-gen. mgr., **KVKM Monahans.** Waltons have oil, ranching and business interests. Announced Aug. 1.

Charleston, S. C.—Atlantic Coast Bcstg. Co. of Charleston granted vhf ch. 4 (66-72 mc); ERP 58 kw vis., 32 kw aur.; ant. height above average terrain 367 ft., above ground 417 ft. Estimated construction cost $222,500, first year operating cost $425,000, revenue $455,000. P. O. address 133 Church St., Charleston. Studio location Charleston. Trans. location Charleston County. Geographic coordinates 32° 49′ 30″ N. Lat., 79° 58′ 45″ W. Long. Trans.-ant. RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer David W. Jefferies, Charleston. Principals include **Charles E. Smith,** 40% general mgr. **WRMT-AM-FM Charleston, George H. Clinton,** 40% vice pres. **WTMA-AM-FM,** vice pres.-gen. mgr. **WPAR-AM-FM Parkersburg** and **WELK (TV) Clarksburg,** both W. Va. and vice pres. **WCMI-AM-FM Ashland, Ky.** Announced Aug. 1

Kennewick, Wash.—Columbia River Television Co. granted uhf ch. 25 (536-542 mc); ERP 8.22 kw vis., 4.93 kw aur.; ant. height above average terrain 1 ft., above ground 185 ft. Estimated construction cost $76,000, first year operating cost $108,000, revenue $140,000. P. O. address % **Stuart Nathanson,** Black Angus Motel, Kennewick. Studio location Kennewick. Trans. location Benton County. Geographic coordinates 46° 12′ 37″ N. Lat., 119° 09′ 07″ W. Long. Trans.-ant. GE. Legal counsel Saul Levine, Los Angeles, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include Mr. Nathanson (25%), former producer-director with **KEPR Yakima-Pasco, Wash., B. K. Phillipps** (18¾%), auto sales manager, **C. N. Hostkoetter** (18¾%), real estate interests, and four others. Announced Aug. 2.

APPLICATIONS

Delano, Calif.—Pacific Bcstrs. Corp., uhf ch. 37 (608-614 mc); ERP 450 kw vis., 244 kw aur.; ant. height above average terrain 424 ft., above ground 484 ft. Estimated construction cost $242,-809, first year operating cost $300,000, revenue $360,000. P. O. address 1317 Greeley Way, Stockton, Calif. Studio location Delano. Trans. location Kern County. Geographic coordinates 35° 34′ 17″ N. Lat., 119° 11′ 57″ W. Long. Trans.-ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. **H. L. Hoffman** (60%) and **Terry H. Lee** (40%) will be owners. Mr. Hoffman has real estate and electronics interests and is stockholder in **KOVR (TV) Stockton, Calif.** Mr. Lee is pres.-gen. mgr. KOVR.

St. Petersburg, Fla.—Florida Gulfcoast Bcstrs. Inc., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 997 ft., above ground 1,026 ft. Estimated construction cost $1,118,050, first year operating cost $800,-000, revenue $750,000. P. O. address Times Bldg., St. Petersburg. Studio location St. Petersburg. Trans. location Pasco County. Geographic coordinates 28° 12′ 30″ N. Lat., 82° 44′ 47″ W. Long. Trans.-ant. RCA. Legal counsel Miller & Schroeder, Washington, D. C. Consulting engineer Lohnes & Culver, Washington, D. C. Principals include **Nelson Poynter** (60%), **Henrietta M. Poynter** (20%) and others. The Poynters own Times Publishing Co. and formerly owned **WTSP-AM-FM St. Petersburg.**

Bemidji, Minn.—Central Minnesota Television Co., vhf ch. 13 (210-216 mc); ERP 28 kw vis., 14 kw aur.; ant. height above average terrain 906 ft., above ground 856 ft. Estimated construction cost $287,533, first year operating cost $128,000, revenue $132,000. P. O. address Box 25, Alexandria, Minn. Studio location Bemidji. Trans. location Hubbard County. Geographic coordinates 47° 22′ 22″ N. Lat., 94° 41′ 33″ W. Long. Trans.-ant. RCA. Legal counsel Segal, Smith & Hennesey, Washington, D. C. Consulting engineer Julius M. Hetland, Fargo, N. D. Principals include **Thomas A. Barnstuble** (21%), 10% each **Julius Hetland, Harold W. Bangert, E. C. Reineke, Joseph O. Perino** and **John J. McCarten** and others. The aforelisted stockholders have interest in or are employed by **WDAY-AM-TV Fargo, N. D.**

St. Cloud, Minn.—St. Cloud Television Co., vhf ch. 7 (174-180 mc); ERP 98.4 kw vis., 49.2 kw aur.; ant. height above average terrain 570 ft., above ground 572 ft. Estimated construction cost $287,488, first year operating cost $147,400, revenue $165,000. P. O. address 21 Sixth Ave. N. St. Cloud. Studio location St. Cloud. Trans. location Stearns County. Geographic coordinates 45° 37′ 05″ N. Lat., 94° 33′ 00″ W. Long. Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Equal partners are St. Cloud businessmen **Lawrence M. Hall, Edward L. Stockinger, B. H. Flanagan, Sylvester Fandel** and **George Byers.**

New Am Stations

Escondido, Calif.—Neil W. Owen & Julia C. Owen d/b as Palomar Bcstg. Co. granted 1450 kc, 250 w unl. P. O. address 5901 Buckler Ave., Los Angeles. Estimated construction cost $11,800, first year operating cost $30,000, revenue $35,000. Principals in general partnership include Neil W. Owen (50%), teacher, and his wife Julia C. Owen (50%), college instructor.

Inglewood, Calif. — Albert John Williams granted 1460 kc, 1 kw daytime. P. O. address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $41,000, first year operating cost $36,000, revenue $45,000. Mr. Williams is real estate owner and announcer KXLA Pasadena, Calif.

Waverly, Iowa—Burt N. Murphy and Wilbur L. Schield d/b as Cedar Valley Bcstg. Co. granted 1470 kc, 1 kw DA-D. P. O. address 224 Seventh Ave., S.W., Oelwein, Iowa. Estimated construction cost $32,117, first year operating cost $42,000, revenue $48,000. Mr. Murphy has been chief engineer, **KOEL Oelwein,** and Mr. Schield is 25% owner of Waverly firm manufacturing motor cranes and steam shovels.

Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co. granted 1150 kc, 500 w D. P. O. address 50 Broad-

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way, Mt. Sterling. Estimated construction cost $19,106, first year operating cost $54,500, revenue $63,000. Principals are: Pres. **R. J. Reynolds** (33.3%), Vice Pres. **William C. Clay Jr.** (33.3%), and Treas. **William R. Reynolds** (16.6%), all with concrete pipe firm interests and Secy. **Thomas M. Edwards Jr.** (16.6%), attorney.

Tularosa, N. M.—Max I. Rothman granted 1540 kc, 1 kw D. P. O. address Box 75, High Rolls-Mountain Park, N. M. Estimated construction cost $12,898, first year operating cost $15,000, revenue $28,000. Mr. Rothman owns **KMFM (FM) Mountain Park, N. M.**

Columbia, Pa.—H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage d/b as Radio Columbia granted 1580 kc, 500 w daytime. P. O. address 1649 Krim Court, Lebanon, Pa. Estimated construction cost $33,033, first year operating cost $52,000, revenue $68,000. Mr. Stadiem (45%) is president and 33.3% owner **WLBR Lebanon** and treasurer permittee WLBR-TV Lebanon. Mr. Etter (45%) is sec.-treas. and 33.3% owner WLBR and president of WLBR-TV. Mr. Savage (10%) is WLBR-AM-FM chief engineer and 1.7% stockholder in WLBR-TV.

Elizabethtown, Pa.—Will Groff tr/as Colonial Bcstg. Co. granted 1600 kc, 500 w daytime. P. O. address 651 W. Market St., York, Pa. Estimated construction cost $18,746, first year operating cost $30,000, revenue $30,000. Mr. Groff is announcer-sales employe at **WNOW-TV York.** Filed March 18.

Dayton, Tenn.—Norman A. Thomas granted 1280 kc, 1 kw D. P. O. address Box 428, Chattanooga, Tenn. Estimated construction cost $19,623, first year operating cost $30,000, revenue $36,000. Mr. Thomas, real estate and construction holdings, will be sole owner.

El Paso, Tex.—Robert L. Howsam granted 1590 kc, 1 kw D. P. O. address % Denver Baseball Club, Bears Stadium, W. 20th Ave. at Decatur St., Denver. Estimated construction cost $18,715, first year operating cost $36,000, revenue $45,000. Mr. Howsam holds interest in **KTLN Denver** and owns 30% of Denver Bears.

Ysleta, Tex.—John S. Chavez, Raul G. Amaya, Gaudalupe Caballero, Salvador Villareal and Gabriel S. Chavez, granted 1150 kc, 1 kw D. P. O. address 3408 Pera St., El Paso, Tex. Estimated construction cost $13,444.84, first year operating cost $25,000, revenue $35,000. Mr. Chavez is former producer and was salesman at **WDOV Dover, Del.**

Manassas, Va.—Harold H. Hersch and Edward L. Weaver d/b Prince William Bcstg. Co., granted 1460 kc, 500 w D, remote control trans. P. O. address 202 W. Church St., Manassas. Estimated construction cost $20,250, first year operating cost $36,000, revenue $46,000. Mr. Hersch is attorney. Mr. Weaver is attorney and industrial broker.

Tacoma, Wash.—Adlai C. Ferguson Jr. and Robert E. Hall d/b as Ferguson & Hall, granted 1480 kc, 1 kw unl., DA-2. P. O. address % Mr. Ferguson, Box 262, Paris, Ill. Estimated construction cost $24,917, first year operating cost $66,444, revenue $70,000. Mr. Ferguson is pres.-gen. mgr.-91.24% owner, **WPRS-AM-FM Paris, Ill.** Mr. Hall is sales v.p., U. O. Colson Co., Paris.

Arecibo, P. R.—Manuel A. Cabrera, Jose A. Cabrera and Felix B. Velez d/b as **Arecibo Radio Inc.,** granted 1230 kc, 250 w unl. P. O. address Box 483, Arecibo. Estimated construction cost $12,500, first year operating cost $21,600, revenue $30,000. Manuel Cabrera, auto dealer, 33.84%, Jose Cabrera, auto dealer, 33.08%, Mr. Velez, radio-tv management, 33.08%.

APPLICATIONS

Auburn, Calif.—Nevada Placer & Eldorado County Bcstrs., 1030 kc, 10 kw unl. P. O. address Box 992, Auburn. Estimated construction cost $100, first year operating cost $14,000, revenue $48,000. **Charles E. Halstead Jr.** and wife will be owners. Mr. Halstead formerly owned **KDIA Auburn.**

King City, Calif.—Somoco Bcstg. Co., 1570 kc, 250 w D. P. O. address 10814 Encino Ave., Granada Hills, Calif. Estimated construction cost $8,790, first year operating cost $15,600, revenue $24,000. Equal partners are **James H. Rose** and **Howard E. Slagle,** applicants for am in Hollister, Calif. Mr. Rose is electronics engineer and Mr. Slagle former Federal employe.

Santa Barbara, Calif.—Tri-Counties Bcstg. Co., 670 kc, 5 kw D. P. O. address 25 W. Anapamu, Santa Barbara. Estimated construction cost $37,400, first year operating cost $75,000, revenue $100,000. Equal partners are **William H. Buckley** and **Richard B. Cuetara.** The partners own music service company and Mr. Cuetara is promotion mgr.-announcer **KEYT (TV) Santa Barbara.**

Miami-South Miami, Fla.—Louis G. Jacobs, 990 kc, 5 kw unl. P. O. address 540 Altara Ave., Coral Gables, Fla. Estimated construction cost $67,958, first year operating cost $100,000, revenue $150,000. Mr. Jacobs, advertising-public relations interests, will be sole owner.

Millen, Ga.—Jenkins Bcstg. System, 1570 kc, 250 w D. P. O. address **W. Herbert Brannen Sr.,** Millen. Estimated construction cost $11,588, first year operating cost $24,500, revenue $36,000. Mr. Brannen, department store owner, will be sole owner.

Forest City, N. C.—Tri-City Bcstg. Co., 1320 kc, 500 w D. P. O. address Box 253, Forest City. Estimated construction cost $6,501, first year operating cost $24,000, revenue $32,000. Equal partners are **Gerard T. Becknell** and **A. Hoyle Lovelace,** both have appliance and jewelry interests.

Rapid City, S. D.—John L. Breece, 920 kc, 1 kw D. P. O. address Box 2006, Casper, Wyo. Estimated construction cost $22,000, first year operating cost $36,000, revenue $48,000. Mr. Breece, owner **KATI Casper, Wyo.,** and approximately ⅓ owner **KOVE Lander, Wyo.,** will be sole owner.

New Fm Stations

ACTIONS

Fair Lawn, N. J.—Radio Bergen Inc., granted 105.5 mc, 1 kw unl. P. O. address 921 Bergen Ave., Jersey City, N. J. Estimated construction cost $28,460, first year operating cost $10,000, revenue $18,000. **William** and **Ann Maron** will own 99.8% and **Julius Beck** .2%. Mr. Maron and Mr. Beck are New York businessmen and Mrs. Maron is office mgr.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp., granted 102.3 mc, 760 w unl. P. O. address % Sol Horenstein, 16 Fire Island, Babylon. Estimated construction cost, first year operating cost and revenue, included in costs of am application. Principals include **Sol Horenstein, Samuel Herstone** and **Mortimer Katz,** principals in application for new am in Babylon.

APPLICATIONS

San Bernardino, Calif.—Imperial Bcstg. System, 99.9 mc, 30.35 kw unl. P. O. address 6331 Hollywood Blvd., Los Angeles, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. Principals include **Frank K. Danzig** (18.75%), **A. B. Ross Jr.** (18.75%), **Morris Pfaelzer** (12.5%), **Sherrill C. Corwin** (10.85%) and others. Mr. Danzig and Mr. Ross have tv packaging interests, Mr. Pfaelzer has theatre interests and Mr. Corwin owns **KBAY-TV San Francisco, Calif.,** 65% of cp for 1190 kc at Anaheim-Fullerton, Calif., 15% **KAKE-AM-TV Wichita, Kan.,** and various theatre and real estate holdings.

Miami, Fla.—Rand Bcstg. Co., 99.9 mc, 105.75 kw D. P. O. address Biscayne Terrace Hotel, Miami. Estimated construction cost $25,075, first year operating cost $5,000, revenue indefinite. Rand Bcstg. is majority stockholder in **WINZ Miami** and **WEAT-AM-TV West Palm Beach,** both **Fla. Rex Rand** votes stock.

Ownership Changes

APPLICATIONS

KMOP Tucson, Ariz.—Seeks assignment of cp from partnership to corporation. **A. V. Bamford** and **H. R. Odom** will remain owners. Corporate change. No control change.

WDAX McRae, Ga.—Seeks control of licensee corporation by **Allen M. Woodall** through purchase of stock from executors of estate of **George T. Morris** (25%), deceased, and **W. Newton Morris** (25%), for $1,000. Mr. Woodall, 50% **WDAK Columbus, Ga.,** 20% **WMOG Brunswick, Ga.** and 30% **WGEA Geneva, Ala.,** will own 75% of station.

WJAT Swainsboro, Ga.—Seeks assignment of licensee from **James R. Denny** and **Webb Pierce** to **Radio Station WJAT Inc.** Corporate change. No control change.

WNBS Murray, Ky.—Seeks transfer of control of licensee corporation from **H. T. Waldrop, Delano Waldrop, Edd Griffin** and **Clara Griffin** to **C. H. Hulse Jr.** and **Charles Shuffet** for $61,275. Messrs. Hulse and Shuffet own **WLBN Lebanon, Ky.,** and have filed for the sale of that station.

KMLB-AM-FM Monroe, La.—Seeks transfer of control of license corporation from **Melba L. Gaston** and **J. C. Liner III** to **WSTV Inc.** for $105,000. WSTV Inc. has interest in **WSTV (TV) Steubenville, Ohio, WHTO-TV Atlantic City, N. J., WPIT Pittsburgh, Pa., KODE-AM-TV Joplin, Mo.,** and **WBOY-AM-TV Clarksburg, W. Va.,** and application for assignment of **WPAR-AM-FM Parkersburg, W. Va.** Principals include **Jack N. Berkman, John J. Laux** and others.

WAGM-AM-TV Presque Isle and WABM Houlton, Me.—Seeks transfer of control of licensee corporation from **Harold D. Glidden** to **Northeastern Bcstg. Co.** for $525,000. Northeastern is owned by **Community Bcstg. Service,** licensee of **WABI Bangor, Me.**

WWHG-AM-FM Hornell, N. Y.—Seeks negative control of licensee corporation by **Samuel Dresner** and **Rose Dresner** through purchase of stock (50%) from **Saul Dresner** and **Alfred Dresner** for $4,500. Samuel and Rose Dresner are the parents of Alfred and Saul Dresner.

WTNC-AM-FM Thomasville, N. C.—Seeks transfer of control of licensee corporation from estate of **George W. Lyles Sr.,** deceased, to **George W. Lyles Jr.,** and **R. F. Van Landingham** in accordance with will of deceased. Messrs. Lyles Jr. and Van Landingham will be sole owners.

KRMW The Dalles, Ore.—Seeks transfer of stock from all stockholders to **Oliver B. Earl** for $18,000 loan to corp. Mr. Earl will own 16.66%.

WHOL Allentown, Pa.—Seeks control of licensee corporation by **Victor C. Diehm, Hilda M. Deisroth** and **George M. Chisnell** through purchase of treasury stock for $2,400. The purchasers presently own 44.82% will own 60%.

WDBL Springfield, Tenn.—Seeks assignment of license and cp from **Walter A. Duke, Mrs. Hoyte Bell** and **William N. Locke** to Mrs. Bell and Mr. Locke for $14,000. Mrs. Bell and Mr. Locke will each own 50%.

WCOW Sparta, Wis.—Seeks transfer of control of licensee corporation from **Nicholas** and **Victor J. Tedesco** to **Zel S.** and **Vena H. Rice** for $28,200. The Rices will own 74%. The Rices have banking and real estate interests.

Other Actions

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 16 to South Bend, Ind., and substituting ch. 75 for ch. 16 at Aurora, Ill., effective Sept. 6; and ordered mod. of cp of Michiana Telecasting Corp. to specify operation of station **WNDU-TV** in South Bend on ch. 16 instead of ch. 46, conditioned to submission to the Commission of certain information.

TV RULE MAKING PROPOSED

The FCC invites comments by Sept. 6 to proposals by (1) **WSJV (TV)** (ch. 28) **Elkhart, Ind.,** to assign ch. 28 to South Bend-Elkhart by substituting ch. 52 for educational ch. *40 in South Bend, deleting ch. 52 from Elkhart, substituting ch. 83 for ch. 28 in Elgin, and substituting ch. 40 for ch. 42 in Benton Harbor, Mich.; and (2) **WSRT-TV** (ch. 34) **South Bend,** to assign ch. 22 to that city instead of ch. 34, substitute ch. 79 for ch. 22 in Waukegan, Ill., substituting ch. 46 for ch. 36 in Kalamazoo, Mich., and add ch. 34 to Plymouth, Ind.

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 16 minus to Ephrata, Wash., by substituting ch. 31 for ch. 25

Continues on page 107

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South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Time salesman. Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

Young college man needed in St. Louis by top firm, representing many outstanding radio stations. Send information on family status, education, job and sales record, salary required, and snapshot. Box 714A, B•T.

Assistant salesmanager with salesmanager opportunity wanted. Central Illinois network station, city over 100,000. Send full information to Box 763A, B•T.

Salesman, experienced, able to do some announcing. Excellent market. $100.00 weekly plus guaranteed. Tell your complete story. Box 786A, B•T.

Top rated station in Arizona's second largest market has opening for time salesman. Send resume to Box 951, Tucson, Arizona.

Black Hills beckoning. Sales opportunity in open market. Grow with the growing west. Will accept announcer wanting to break into sales. Send all particulars to Roy Marsh, KASL, Newcastle, Wyoming.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Wanted, radio salesman for WLCR, Torrington, Conn. New management with new ideas. Would like competent salesman.

Experienced top salesman for permanent position in progressive station with tremendous potential. Send full details to Bob Crager, WWCO, Waterbury, Connecticut.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Desire football announcer plus staff duties. Tell all. Texas station. Box 613A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

DJ, with local news-gathering experience. Give full details about yourself, including expected compensation. Box 688A, B•T.

Experienced announcer. Voice quality must be good. Opening for morning man and topflight all-around announcer. Send tape, photo, resume, and references. Box 692A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

1st phone combo man, good maintenance, able to write copy. Top salary, wonderful living conditions in beautiful midwest lake area. Box 742A, B•T.

Experienced negro announcer-engineer combo, with first class ticket, wanted by leading negro-programmed station in metropolitan area. Send tape and resume to Box 743A, B•T.

Combination announcer and salesman. Well established station, ABC affiliate, and live wire. A good deal for the right man. Tell all in first letter. Box 750A, B•T.

Help Wanted—(Cont'd)

Announcers

Florida independent needs top morning man-salesman. Top income for real pro. Complete information. Box 782A, B•T.

Staff announcer able to do play-by-play sports on fulltime network station. Permanent at good pay. Send full information. Box 785A, B•T.

Announcer for pop and country western who can double as copywriter. Box 795A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

1000 watt midwest independent urgently needs good or potentially good combo man with 1st class license. Send tape and resume. Box 815A, B•T.

DJ for pop music-news station. Possible sales, good pay, opportunities good. KLEX, Box 358, Lexington, Missouri.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Bright, breezy dj needed for Beaumont's top station. Contact Manager, KRIC, Beaumont, Texas.

Experienced announcer, KSYL, Alexandria, La.

Experienced dj familiar with music, news, sports format. Send tape, resume, references to KWOW, Pomona, Calif.

Good, versatile announcer needed for eastern Carolina kilowatt with fulltime fm. Must be experienced. Send tape and resume to Lee Hodges, WCPS, Tarboro, N. C.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

Need experienced announcer for local Virginia station. Send tape and resume first letter. WLPM, Suffolk, Va.

Florida announcer—Immediate opening, experienced. Will pay for right man. Friendly sea-side community. Rush tape, resume, etc. WNOG, Naples, Florida.

Substantial salary and substantial position for experienced announcer. WPDX, Clarksburg, West Virginia.

Announcer with or without first phone license. WSYB, Rutland, Vermont.

Girls, girls, girls for all girl station in glamorous Florida market. Announcers who can double in sales, copy and office work. Send complete background, tapes and pictures. Tom Carr, Box 407, Ponte Vedra Beach, Florida.

Technical

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Chief engineer needed immediately for am, fm and tv. Permanency and future salary increases. Box 701A, B•T.

1st class engineer with announcing ability for progressive 250 Mutual in east North Carolina. Airmail complete data including references, starting salary requirements, date available. Box 728A, B•T.

Help Wanted—(Cont'd)

Technical

Engineer needed for North Carolina kilowatt remote controlled. Maintenance ability. Car necessary. Box 736A, B•T.

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Control board operator. No announcing. Established progressive 250 watt Illinois station. Union scale. Box 772A, B•T.

Chief engineer am, fm, maintenance, construction, personal interview. Box 797A, B•T.

Negro engineer, Carolinas station. Fifty-five dollars, 40 hours. Box 801A, B•T.

Wanted engineer, announcer, combo man, heavy on engineering, for north central United States. Salary $100.00 per week. Must be reliable and have good reference. Write Box 817A, B•T.

Engineer with first class license for full-time station in New Jersey. Strong on maintenance, no announcing. $100-plus-per-week depending on experience. Other benefits. Box 824A, B•T.

Need transmitter engineer with first class ticket. $1.60 per hour, guaranteed 40 hour week, no maintenance, no announcing. Paid two weeks vacation. Preference to handicapped person. Phone collect, 1410, Taylorville, Illinois.

Opening for chief engineer-announcer, ideal mountain climate working conditions, starting salary $80.00 weekly plus overtime. Low living costs in single station market. Call collect if interested Lloyd Hawkins, KRTN, Raton, New Mexico.

Engineer with first class license, combo man that can announce or sell preferred. WDBL, Springfield, Tennessee.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Production-Programming, Others

Wanted: Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

Newsman: Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

Program director with experience to work in radio and television on Florida's west coast. Box 768A, B•T.

Program director for Colorado station, medium sized market. Must be able to take care of all phases of programming including sports. Adequate clerical help and reasonably good staff men available to him. Salary open. Personal interview absolutely essential. Give complete resume in first letter. Box 778A, B•T.

Top newsman for expanding news staff on midwestern music-news operation. Should be forceful and type to develop into a local news personality and with capability to editoralize as issues arise. Send photo, tape and salary required at once. Box 819A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman with copywriting ability. Ideal resort area. Send tape and resume to KBHS, Hot Springs, Arkansas.

In three years we have moved into the number 1 spot in a highly competitive market. We are a fulltime independent radio station and very much alive. Now we need a spark-plug to help us keep that number 1 spot. Must be able to do everything, news, music, special events, etc. We have a fine salary to offer the right man, and a share of the profit plan too. Many other benefits. If you want a good long lasting job with a good radio station, contact Val Carter, WDOT or telephone UN 2-5776, Burlington, Vermont. Prove yourself and become PD of an alert operation.

British Broadcasting Corporation requires a woman for promotional and research work, preferably with radio news room or newspaper background. Write stating salary required to B.B.C., 630 Fifth Avenue, New York 20.

RADIO

Situations Wanted

Management

General manager-salesman: Experienced, married, top references, permanent, BA Degree. Box 685A, B•T.

Commercial manager-salesman experienced indie and network operation. College degree in advertising; married and a proven record of success in sales. Box 762A, B•T.

Manager, 10 years experience all phases. Prefer indie operation to lease or manage, middle west. Want clean operation that needs to make money. Married, college grad, topnotch public relations and sales. Several thousand 45's and L.P.'s go too. Box 770A, B•T.

Are you fed up with inexperience, screwball ideas, gimmicks and experimenting with your money? I really have experience in medium markets, know what to do to get solid results. Hard worker, not a chair warmer. Prefer one station market, 10,000 or more. If interested, address manager Box 773A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Sales manager, in one of largest markets, wishes to relocate as manager or sales manager, New England, New York. Best references. Box 788A, B•T.

Mature, reliable, presently asst. manager and program director in southwest market looking for advancement to manager, experienced in all phases of radio including operational, technical, sales and public relations. Box 789A, B•T.

Somewhere in the west there's a station that needs competent management, new ideas to build sales, ratings. I'm ready to put 10 years radio-tv-agency experience to work for that station on a profit sharing basis. Currently employed sales manager California medium market. I'm willing to gamble my future against a 120 day trial period I'm confident will lead to permanent affiliation. If interested, write Box 792A, B•T.

Manager. Nine years experience in all phases smaller market operations. Desire small or medium market. Box 806A, B•T.

Sales

Prominent radio-tv personality, with own highly successful sales organization and established agency contacts, now able to represent limited number of quality stations or groups. Box 812A, B•T.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Announcer, young, ambitious, employed. Seeking job with future. Will relocate. Box 697A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

Sports announcer-veteran, married, college degree—one year experience, very strong on play-by-play. Box 7333A, B•T.

Announcer-veteran, married, college degree-one years experience, strong on sports and news. Experienced in newswriting and copywriting. Box 734A, B•T.

Major market announcer, family, five years experience, some tv, employed 1000 watt independent, interested commercial tv or good radio deal. Box 745A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster, knows and calls all sports, doubles on dj and news, tapes available. Box 752A, B•T.

Top sports announcer in south ready to go anywhere, ownership change here. Two stations 18 years excellent record radio and television. Must guarantee five figure income. Excel all sports. Brochure or personal interview. Box 753A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Personality dj for competitive market. Experienced, will travel. Tape, resume. I'll help us both make money. Box 760A, B•T.

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Personality dj, salesman. Eight years, same morning show, fully sponsored. Also remotes and special events. Selling radio time in PM, average monthly sales in small market $1,500. Reason for change, desire larger market, more money. Mature, married with family. Will send tape and resume, personal interview if desired. Box 766A, B•T.

Announcer-salesman. Experienced. College graduate. Copywriter. Prefer midwest. Married. Ambitious. Box 769A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Top announcer seeks top pay job. Extremely versatile. Thoroughly experienced. Box 781A, B•T.

Deejay with four years experience looking for opportunity in large market. First class ticket. Experience in all phases of radio—salary open, tape on request. Box 790A, B•T.

Experience dj-announcer desires position with music news station. Prefer Delaware, Maryland or Virginia. All offers considered. Dependable, versatile. Excellent references. Presently employed. No sales experience. But interested in learning. Box 798A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 799A, B•T.

Announcer-dj, two years experience. Wants to settle in the southwest. Box 800A, B•T.

Fast paced dj, 3 years experience, good commercial, family. Box 802A, B•T.

Announcer. 2 years staff experience, car, will travel. 3 class ticket. Box 803A, B•T.

Announcer, college trained. Two years experience. Prefer east or southeast. Tapes available. Box 805A, B•T.

2 years, wants Florida or Maryland station, or station you can be proud of, intends staying. Box 811A, B•T.

Combo announcer-engineer holding first class license with 7 years experience in radio broadcasting. Experienced all phases of radio-music-news-sports-special events. Presently employed, desire new location. Box 818A, B•T.

I am your man. Top flight R & B jock. Reference. Box 821A, B•T.

Steady, dependable, sober family man desires permanent job with opportunity to advance. Not hot shot dj, but steady listenable style wears well. Done morning shows and news three years. Familiar with all fields of radio. Want to locate in medium sized city with Lutheran church. Salary $400.00 month to start. Box 822A, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-V

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer—recent SRT graduate. Need experience, appreciate offers. Vet, 27, white, single, will travel. Don Dunning, 201 Walnut St., Athens, Pa. Phone TU 2-9152.

Professional announcer available immediately. Five years experience news, sports, dj (can sell). Desires permanency. College graduate, 31, family. Excellent references. Fritz Van Duyse, 642 North Fifth Avenue, Sturgeon Bay, Wisconsin. Phone 946.

Looking for a recent broadcasting school graduate who can produce? Then write Parker Gronwold, 1338 Marengo Ave., Forest Park, Illinois.

100 miles raduis New York. 4½ months experience, work hard. Gene Tully, Box 122, Manasquan, N. J., Castle 3-1540.

Technical

Studio transmitter engineer-maintenance, two years experience, seeking position with vhf station on east coast. Box 787A, B•T.

Chief engineer, eastern states, experienced am, fm, directional, construction. Best references including present employer. Lyle Lincoln, 113 Wilson, Harve de Grace, Maryland. Phone 749-J.

First phone operator with 4 years in radio and tv. Last two years at tv transmitter. Also some studio and color experience. $75.00 per week minimum. Ben Louie, P. O. Box 78, Cloverdale, Indiana.

Production-Programming, Others

6½ years, radio-tv. All phases. Play-by-play, news, dj. Presently employed as afternoon dj in one of the top 5 major markets. Looking to move up to PD or other executive capacity. Will invest, if right. Young, aggressive. Will do air work. Tape, and resume on request. Box 693A, B•T.

Traffic-billing two years experience small station operation. Gal Friday, single, prefer midwest or west. Available September 1st. References. Box 694A, B•T.

Outstanding newsman wants job preferably southwest, California, Colorado or Blue Ridges. No announcing. Long experience, finest references. Now averaging 60 local stories daily. Available September. Personal interview preferred, Box 751A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

Girl Friday, copywriter, creative imagination and high IQ; experience in business world previous to radio. Box 813A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Do you want to live in California? Office manager needed for replacement of long time employee who has just married. Must have working knowledge of accounting, budgets, purchasing, personnel selection and all phases of accounting as well as supervision of accounting and other office personnel. The right person could be a mature responsible executive secretary with bookkeeping knowledge. Excellent opportunity for some desiring permanent, secure employment in central California. Excellent climate and working conditions. Write Manager, KSBW-TV, Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Sportscaster, tv and radio, large midwestern market; rush tapes, S.O.F., resume; state salary expected. Contact: RO, Box 626, Fargo, N. Dak.

Technical

Wanted by midwest tv station, two transmitter and maintenance engineers. Starting salary higher than average for men with experience. Excellent living conditions. Resume and photo in first letter. Box 780A, B•T.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Video engineer for maintenance, educational tv. Must have two years station experience. Pay $5,200, annual contract with school system, five day week. Immediate vacancy. Phone collect: FR-1-6870, 1-4 PM, Herb Evans, Miami, Florida.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Newspaper owned, newsminded vhf in good market needs news director who knows news and is strong air personality. Please send photo and tape or audition film, resume, expected starting salary to Box 740A, B•T.

Wanted immediately. TV news-writers for top western Pennsylvania station. Also part-time news-film photographers in area. Box 791A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programs-Production, Others

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

TELEVISION

Situations Wanted

Announcers

Announcer—now doing radio and tv in major market. Desire tv only opportunity. Experienced. Age 26, college graduate, highest character and professional references. Box 755A, B•T.

Television-radio-stage background outstanding "On camera". Sell, excellent voice and appearance. Age 28. Stable. Box 794A, B•T.

Production-Programming, Others

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

Assistant director-cameraman. Married, presently employed. Creative, imaninative. Desires more opportunity; personal interview. Box 759A, B•T.

Wanted, fulltime employment. Experienced scenic artist in tv art department. Set designing, tv, mural background work, theatrical one sheet work and lettering. Reference and picture on request. Box 765A, B•T.

Director. Employed. No mere "button-puncher". Desire larger market. References. Box 783A, B•T.

Working tv newsman with guts, will travel. 6 years radio-tv, three with top news net. Now west coast. 2-year minimum, prefer radio-tv combo. Box 784A, B•T.

12 years with mike and ike, news, promotion-production-programming. Box 796A, B•T.

EXAMPLE——PRACTICAL TV TRAINING

This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television-Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Chief film editor, tv film experienced. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Producer: 12 years in tv, 4 years in radio. Know all phases thoroughly, except engineering. Have references and proof of ability. Looking for a good future in other media. Will give your salesmen material they can sell, your audiences programs they can enjoy. Creative, reliable, want to work with people who would like to drive their competition crazy. Schooled in big and small markets. 35 years old—married—location no object if you're "in gear". Interviews at my expense. If you're going places, let's exchange success stories. Box 814A, B•T.

FOR SALE

Stations

Central Ohio. 500 w daytimer in county seat city of 25,000. Station covers prosperous manufacturing-agricultural area of 160,000. Grossing at better than $60,000 rate. $25,000 payment will handle this property. Box 820A, B•T.

Carolina daytime, profitable, includes land and building, $65,000. Half down. Connecticut valley vicinity, monopoly market. $70,000 total price, 29% down. Alabama, single station market, $29,500 total price, $12,000 financed. Paul H. Chapman Company, 17 East 48th Street, New York 17, N. Y. or 84 Peachtree, Atlanta 3, Georgia.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

1—250 watt Collins transmitter 10 years old in first class condition only $1,000.00. 1 complete emergency power unit first class condition only $500.00. Box 767A, B•T.

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

Western programs — ¼ hour transcribed open-end musical programs, Riders Purple Sage, etc. 400 programs, 25¢ a program. WAND, Canton, Ohio.

Standard transcription library, 75% never used. Will sell for ½ of cost. WAYE, Baltimore 1, Maryland.

Attention prospective microwave licensees, available immediately three 8x12 foot passive reflectors used less than one year, like new condition. Available at a very reasonable cost. For information write to WDAM-TV, Box 1649, Hattiesburg, Mississippi.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

WANTED TO BUY

Wanted — station break Jingles at low cost. Also singing commercals, "skit" commercials individually prepared for local sponsors. WAND, Canton, Ohio.

Stations

Wisconsin-Minnesota station wanted. Consider partial ownership. Fourteen years experience. Confidential. Other midwesterns considered. Box 774A, B•T.

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

WANTED TO BUY

Stations

Want to invest in existing or proposed station and participate actively. Background covers every phase of radio and tv. Box 807A, B•T.

Responsible party desires one kilowatt or less. Midwest location. Box 816A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Used 500 watt transmitter, am monitors and console. If in southwest near Texas, I'll come after it. No crating. Box 777A, B•T.

Will buy used 2 or 4 bay Andrew fm antenna. KJML-FM, 2830 Auburn Blvd., Sacramento, California.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

RCA, Gates, or comparable audio control panel. No major modification. Ampex recorder. RCA mikes. G. B. Gordon, (personal), WICS, Springfield, Ill.

10 kw fm transmitter or 3 kw fm transmitter. Prefer G.E., REL or Westinghouse. Will consider other makes. Contact The Concert Network Inc., 171 Newbury Street, Boston, Mass. Phone Copley 7-6020.

Used small studio console, two CB-11 Gates tables, one PT6-A Magnecorder amplifier. Contact Gil Hanzlicek, Box 757, Great Bend, Kansas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. **Guaranteed** instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent** Drive, Dallas, Texas.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

RADIO

Help Wanted

Sales

RADIO SALES

Multiple station operation needs one outstanding radio salesman. Right man can progress to Sales Manager within one year. Write in confidence to

BOX 809A, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

TOP JOB FOR A TOP
Program Director

The man we want is a successful program director who wants to grow.

We'll pay this man well and build him into an Operations Manager in our organization.

Commercial music and programming knowledge is a must.

Call

Harvey Hudson, General Manager

WLEE

Richmond, Va. 88-2835

RADIO

Situations Wanted

Production-Programming, Others

Attention Station Owners
Increase your monthly billing
25% — 50% — 100%
by
New effective programming
with
Soft, but Solid Salesmanship
No Gimmicks, No Hi Pressure.
Box 823A, B•T

TELEVISION

Help Wanted

Management

DO YOU WANT TO LIVE IN CALIFORNIA

Office manager needed for replacement of long time employee who has just married. Must have working knowledge of accounting, budgets, purchasing, personnel selection and all phases of accounting as well as supervision of accounting and other office personnel. The right person could be a mature responsible executive secretary with bookkeeping knowledge. Excellent opportunity for some desiring permanent, secure employment in central California. Excellent climate and working conditions. Write Manager, KSBW-TV, Box 1651, Salinas, Calif.

Announcer

TV ANNOUNCER

Have immediate opening for top-flight television announcer in Alabama's largest market. Must be experienced. Please forward recent photo and tape to M. D. Smith, c/o WBRC-TV, Birmingham 9, Alabama.

TELEVISION

Help Wanted—(Cont'd)

Sales

TV SALES

Exceptional opportunity for experienced television salesman with large Eastern VHF operation. Incentive plan. Write or wire, giving brief resume and educational background.

BOX 808A, B•T

FOR SALE

Equipment

1 Complete DuMont Cinecon with dual light sources 2 projectors, 2 automatic slides and dual opaque.

$20,000.00

1 GPD Live Cam Chain with following lense compliment:

2", 4", 6" @ Fl. 9 and 12" & 24" @ F 3.8 complete with tripod, dolly and pan head

$6,000.00

1 GPL Varifocal Lense

$5,000.00

Prices quoted above FOB Portland. Contact Gene Phelps, Chief Engineer, Station KPTV, 735 S. W. 20th Place, Portland, Oregon. Phone Capitol 2-9921.

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, S. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2713
America's Tape Recorder Specialists

FOR SALE

RCA TF-5A 5 bay antenna for channels 4, 5 or 6. 800′ of 3⅛ transmission line. 350′ self supporting tower. Any and all available 9/1/57 when we switch to 1300′ tower. Will sell at low price as we have no further use for this equipment. Contact: J. B. Fuqua, Pres., WJBF-TV Augusta, Georgia.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

FOR THE RECORD CONTINUED

Continues from page 102

in Kennewick, substituting ch. 25 for ch. 31 in Richland, and changing offset carrier on ch. 16 in Port Angeles from minus to plus. Effective Sept. 6.

PETITIONS

KHOL-TV and **KHPL-TV Kearney** and **Hayes Center, Neb.**—Petition requesting amendment of Sec. 3.606 by the issuance of rule making so as to add ch. 3 (non-offset) to Sterling, Colo., and delete the same from Cheyenne, Wyo. In the event grant is not made of the Bi-States petition filed this date for reconsideration of the memorandum opinion and order of July 11, 1957, petitioner further requests that said notice of proposed rule making also include deletion of ch. 8- from Ainsworth, Nebr., and the substitution of ch. 8- for ch. 3+ in McCook, Neb.

The FCC granted a petition by **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, and enlarged issues in proceeding on its application for new am station and that of **Kermit F. Tracy, Fordyce, Ark.**, to determine (1) whether latter application was filed in good faith and (2) availability of Tracy's proposed trans. site.

The FCC granted petition by **Noble-De-Kalb Bcstg. Co.** and enlarged issues in proceeding on its application to change operation of **WKTL Kendallville, Ind.** (1570 kc, 250 w D) from directional to nondirectional, to include program service issues.

PETITIONS FOR RULE MAKING DENIED

I. K. Corkern Jr., State Telecasting Co., Gulfport, Miss.—Petition requesting amendment of Sec. 3.606(b) by instituting rule making so as to make ch. 13 in Biloxi, Miss., available for use only by noncommercial educational broadcast station and ch. 44 available for commercial broadcast use.

NARBA

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations modifying the appendix containing assignments of Mexican broadcast stations (Mimeograph 47214-6) attached to the recommendations of the North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

Mexican List No. 203 **March 12, 1957**

630 kc

XETK Mazatlan, Sinaloa—1 kw D, 250 w N. Unl. Class IV. 9-20-57 (change in frequency).

810 kc

XERI Reynosa, Tamaulipas—250 w D. D Class II. 6-20-57 (change call letters from XERU).

1310 kc

XERU Chihuahua, Chihuahua—1 kw. D Class III. 6-20-57 (change call letters from XEKV).

1390 kc

XETK Mazatlan, Sinaloa—1 kw D, 0.5 kw N. Unl. Class IV. 9-20-57 (delete assignment—vide 630 kc).

1420 kc

Chihuahua, Chihuahua—5000 w D, 500 w N. Unl. Class III. 12-20-57.

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations in accordance with Part III, Section F of the North American Regional Broadcasting Agreement, Washington, D. C., 1950.

Cuban Change List No. 3 **June 21, 1957**

800 kc

CMJS Ciego de Avila, Camaguey—1 kw ND. Unl. Class II.

1280 kc

CMDP Victoria de las Tunas, Oriente—250 w ND. Unl. Class IV.

COMMISSION INSTRUCTIONS

The FCC on Aug. 1 directed preparation of document looking toward denying petition by **KIVA-TV** (ch. 11) **Yuma, Ariz.**, for rehearing opinion and order to Commission's memorandum opinion and order of Oct. 11, 1956 striking Valley's exceptions, as untimely filed and giving notice that the initial decision of Aug. 6 confirming Commission's Jan. 25 grant of cp to Wrather-Alvarez Bcstg. Inc., for new tv **(KYAT [TV])** to operate on ch. 13 in Yuma, became effective Sept. 17.

Routine Roundup

BROADCAST ACTIONS BY THE COMMISSION

WCPM Cumberland, Ky.—Granted change of operation from 1490 kc, 250 w unl. to 1280 kc, 1 kw D.

KACT Andrews, Tex.—Granted change of operation on 1360 kc from 500 w D to 1 kw D.

KOKY Little Rock, Ark.—Granted change of operation on 1440 kc from 1 kw D to 5 kw D; trans. remote control.

WWTB Tampa, Fla.—Granted change of operation on 1300 kc from 1 kw DA-D to 5 kw DA-D.

WCAS Gadsden, Ala.—Granted change of operation on 570 kc from 1 kw D to 5 kw D.

KATZ St. Louis, Mo.—Granted mod. of cp

(1600 kc, 5 kw unl.) to change from DA-2 to DA-N.

WJCM Sebring, Fla.—Granted change of operation on 960 kc from 500 w D to 1 kw D.

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of August 2

WKEN Dover, Del.—Granted license for am station.

WRUS Russellville, Ky.—Granted license covering change in facilities and ant. system.

WDEH Sweetwater, Tenn.—Granted license covering increase of power to 1 kw; conditions.

WKOV Wellston, Ohio—Granted license covering change in facilities and change type trans.

KWPM-FM West Plains, Mo.—Granted license covering changes in fm station.

WFAN (FM) Washington, D. C.—Granted license covering changes in fm station; ERP 9.4 kw, ant. 320 ft.

WHLM-FM Bloomsburg, Pa.—Granted license for fm.

KPCS (FM) Pasadena, Calif.—Granted license for fm.

WXPN (FM) Philadelphia, Pa.—Granted license for fm.

WPST-TV Miami, Fla.—Granted mod. of cp to make changes in ant. system and ant. height, ant. height 930 ft.

KWJB-FM Globe, Ariz.—Granted extension of completion date to Sept. 30.

KDOO Ridgecrest, Calif.—Granted extension of completion date to Dec. 11.

KQIK Lakeview, Ore.—Granted extension of special temporary authority to sign-off at 7:00 p.m., due to economic conditions.

KRUN Ballinger, Tex.—Granted extension of permission to sign-off at 7:00 p.m. (local time) daily except during special events, for an additional period ending midnight Nov. 30, 1957, to allow time for preparation and filing of a formal application for specified hours.

Actions of August 1

KWWL-TV Waterloo, Iowa—Granted mod. of license to change studio location.

WILK-TV Wilkes-Barre, Pa.—Granted cp to change ERP to vis. 591.25 kw, aur. 595.75 kw, ant. height 1100 ft., change type trans. and ant. and make other equipment changes.

KATT Pittsburg, Calif.—Granted extension of completion date to Aug. 21.

Actions of July 30

Granted licenses for the following am stations: **WKTS Brooksville, Fla.; WDOL Athens, Ga.; WNYS Salamanca, N. Y.; KSTR Grand Junction, Colo.; WTHR Panama City Beach, Fla.; KHFH Sierra Vista, Ariz.**

Actions of July 29

WWLP (TV) Springfield, Mass.—Granted mod. of cp to change ERP to vis. 219 kw, aur. 107 kw, ant. 750 ft., make changes in ant. system and other equipment.

KROC-TV Rochester, Minn.—Granted mod. of cp to change ERP to vis. 240 kw, aur. 126 kw, change type of trans. and make other equipment changes.

KFKF Bellevue, Wash.—Granted mod. of cp to change ant.-trans. location.

WITT Lewisburg, Pa.—Granted mod. of cp to change ant.-trans. location to East Buffalo Township, Pa., and change type trans.

The following were granted extension of completion dates as shown: **KUED Salt Lake City, Utah,** to 2-12-58; **WHYS Ocala, Fla.,** to 12-31-57; **WAJR Morgantown, W. Va.,** to 10-2-57, conditions; **WCWC Ripon, Wis.,** to 9-15-57, **WKJG Fort Wayne, Ind.,** to 11-10-57; **WHYL Carlisle, Pa.,** to 12-31-57; **WAGE Leesburg, Va.,** to 12-31-57; **WOUB Athens, Ohio,** to 9-14-57; **WBHB Fitzgerald, Ga.,** to 1-1-58; **WDMG Douglas, Ga.,** to 10-15-57.

Look Back!

The man* you're looking for may be advertised in B•T's *Classified* section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

AWARDS

FRED BERTHELSON, general manager of WTIX New Orleans, accepts an Americanism plaque from American Legionnaires, marking Storz Stations' New Orleans facility as the first station to receive the local post's award. Representing Gentilly Post 203 of the legion are (l to r) Harold Dittmann, Post Commander Eddie Grimsall and Festus J. Brown, chairman of the First District Americanism Committee of the American Legion. The award recognized WTIX's contribution in carrying a 15-minute weekly legion show and publicizing legion services.

Air Group Honors Mickelson

SIG MICKELSON, CBS vice president in charge of news and public affairs, was honored guest at the Air Force Assn.'s annual convention in Washington Aug. 2, where he received an AFA award for CBS-TV's 26-part *Air Power* documentary series. Mr. Mickelson accepted the award on behalf of CBS public affairs producer Perry Wolff, now in Europe on a one-year sabbatical leave, and for CBS for "great public service rendered in presenting a penetrating analysis of the growth of American airpower during the last fifty years." *Air Power* was sponsored by Prudential Insurance Co.

AWARD SHORTS

Paul Coates, KTTV (TV) Los Angeles personality and host of *Confidential File,* received award from Board Supervisors in recognition of his "valued contributions to the varied agencies of the county government."

Bob Siegrist, commentator, commended in resolution adopted by Illinois Dept., American Legion, for current series involving alleged "exposure" of certain "policy planners" in U. S. State Dept. Mr. Siegrist's series is heard on WLS Chicago, Mon.-Fri., 6:45-7 p.m. CDT.

KYW-TV Cleveland, Ohio, received award from Cleveland Museum of Natural History for its *Jungle* series and its contribution to "a better understanding of animal behavior in their natural habitat."

WAFB-TV Baton Rouge, La., received award from local Advertising Club for *Dateline Baton Rouge,* which was chosen "best community service advertising program."

Philco Contests to Promote Its Sponsorship of 'Miss America'

IN connection with its sponsorship of the Miss America Pageant on CBS-TV Sept. 7, the Philco Corp., Philadelphia, is going to hold a "Guess Who Will Be Miss America" contest. The company reports that plans include the participation of more than 1,500 dealers throughout the country. The contest is scheduled to run from Aug. 19-Sept. 6.

The dealers will feature pictures of all the contestants in this year's pageant and the public will be invited to guess who will win the title, as well as the first and second runners-up. They also will be asked to tell in 25 words why they would like to own a "Miss America" television set. Each dealer will hold his own contest and will award five individual prizes: a Philco transistor radio as first prize and four official "Miss America" dolls.

Window displays will be used to inform viewers about the telecast and will name the channel and time it can be seen locally. Philco also will sponsor a contest for all CBS stations. Prizes will be awarded to four stations for the best local promotions of the telecast. The stations will be divided into large and small categories and two stations from each group will receive television prizes for their outstanding promotions of the show. "Big City" winners will be given Philco "Miss America" 24-inch consoles and "Small City" winners will receive "Miss America" 21-inch consoles.

KTIV (TV) Adds Summer Audience

UP to 500 people a night, both children and adults, are reportedly watching cartoon films lent to the Sioux City Parks & Recreation Department by KTIV (TV) Sioux City. Two projectors are kept busy five nights a week at the city's 20 playgrounds. The films will be shown throughout seven weeks of the summer season.

Offer Foreign Programs to U.S.

FOREIGN produced programs, such as BBC drama and music series and Austrian-made Salzburg music festivals, are being offered to U. S. stations by the Broadcasting Foundation of America, New York, as part of its "International Conversation" project of program exchange.

Other programs and series are being offered by the non-profit foundation from France, Italy, India, Greece, Turkey, Korea, Japan, Israel and Norway. A small service charge is involved. Stations will receive the programs on an exclusive basis in their respective markets but will be expected to carry them on a continuing basis, according to Chloe Fox, acting executive director who has just returned from Europe.

Foundation trustees include Richard Pack, Westinghouse Broadcasting Co.; Seymour N. Siegel, WNYC New York; George E. Probst, Thomas Alva Edison Foundation; Frank N. Freeman, U. of California; Robert Redfield and Calvin W. Stillman, U. of Chicago, and Howard Thurman, Boston U.

WRCA-TV 'Delinquency Report'

WRCA-TV New York cancelled its regular programming Aug. 4 when several major crimes erupted in New York involving juveniles and substituted a program titled *Special Report on Juvenile Delinquency* (1-1:15 p.m.). Gabe Pressman, WRCA-AM-TV newscaster, interviewed Walter Arm, director of community relations for the New York Police Dept., and gained from Mr. Arm the admission that the Police Dept. is "virtually helpless" in fighting juvenile delinquency. This comment was spotlighted in many New York newspapers the next day, some using the information revealed on the program for front page articles.

KJOY Stockton Sponsors $25,000 Treasure Hunt

TO promote its $25,000 treasure hunt last month, KJOY Stockton, Calif., broadcast clues every hour from 7 a.m. until 9:30 p.m. The prize, a check made payable to the finder, had dwindled to $500 when it was found because it hadn't been discovered within 10 days after the contest started.

The station reports that the California Hiway Patrol estimated at one point that 5,000 persons were in the area at the same time and that 2,500 cars were counted within one hour.

The *Stockton Record* carried a story of the treasure hunt and reported that local farmers complained because the "hunters" were destroying their property and picking their fruit crops. Local police were called upon by the residents to keep the treasure seekers off their property. One farmer was quoted as saying that people had climbed his fruit trees and that some had set fire to grass in a lot. Other residents reportedly complained because cars were parked throughout their orchards.

First Aid Kit for Timebuyers

A FIRST aid kit for tv timebuyers is being distributed by KTVX (TV) Tulsa with a brochure giving its fall lineup. Among the things to be found in the kit are Alka Seltzers "for interior pains—to alleviate sorrows of mornings after, pre-emptions and slow confirmations"; Nytol tablets "to overcome the insomnious effect of impending deadlines, unanswered mail and nasty news from the 'boss'"; a spare fingernail "to be chewed when your own are ground to the elbow," and a Dr. Scholl's corn pad to "cushion painful corns commonly resulting

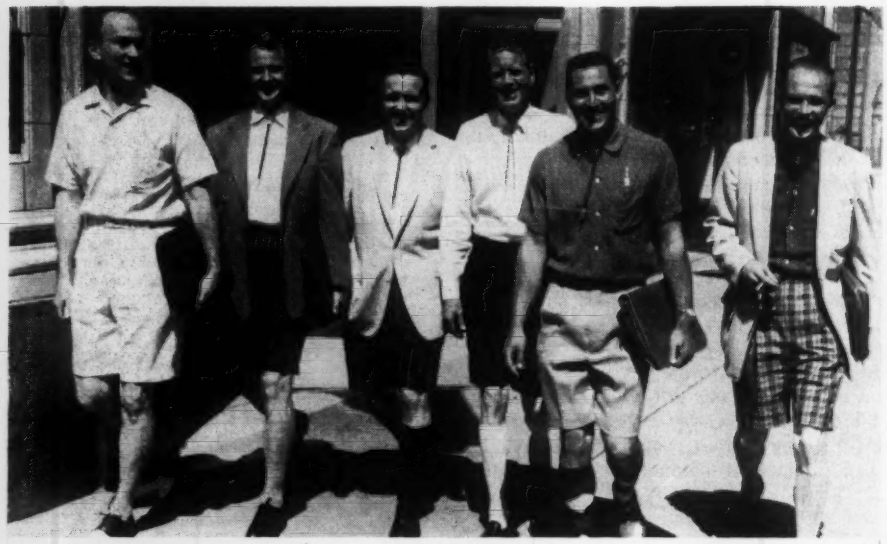
BUILDING A STATION? STEPPING UP POWER?
Use Our Complete Service
CONSULTANTS IN
AM · FM · TV · UHF · VHF
E.P.R.A.D. Engineering Company
FIELD INSTALLATIONS
ANTENNA MEASUREMENTS
DIRECTIONAL SYSTEMS
1211 CHERRY STREET · TOLEDO 10, OHIO

Calling all hedonists

You don't know what fun is until you've bought time in Eastern Iowa.

WMT-TV
CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*

ONE OF THE FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.



KMYR Denver sales staff and executives set a fashion trend, reports Ken Hildebrandt, KMYR general manager, by wearing Bermuda shorts on these summer days. Left to right: Lucian Long, Tom White, Wally Baehler, Mr. Hildebrandt, Len Kehl (sales manager) and George Myers.

from playing footsie with reluctant clients." The "sure cure" for all ailments of the timebuyers, says the promotion piece, is the complete KTVX fall program schedule which is included for "painless timebuying, without unpleasant after effects, to be used liberally and generally."

DJs Stage Stock Car Race

TWO WBZ-WBZA Boston-Springfield disc jockeys challenged each other to a stock car race this month at the local Norwood Arena and the stations report a record attendance of 15,000. The two men, Norm Prescott and Alan Dary, were insured for $500,000 each by the American Life Casualty Co. They raced five laps around the track with Mr. Prescott being declared the winner.

WBRZ (TV) Artist Covers Trial

WHEN newspaper and television cameramen were banned from covering the trial of two teenagers accused of murder, WBRZ (TV) Baton Rouge, La., came up with a solution to the problem. The station's staff artist, Paul Gentile, was assigned to make drawings of the trial and they were used on WBRZ's *Your Esso Reporter*. Mr. Gentile drew sketches of the general courtroom scene and of the people playing major parts in the trial. The drawings also were used on the front page of the local Sunday paper, the *Morning Advocate*.

WMIL Holds Grand Opening

WMIL Milwaukee conducted a grand opening tour of its new building for public officials, agency, radio and press representatives last month and reports that over 200 guests attended. The tour was conducted during broadcast hours and the visitors later were entertained on the parking area to the rear of the building. A tent enclosure which covered a buffet service and refreshments, a barbecue grill, portable dance floor and orchestra were set up in the parking lot for the special occasion.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

IN PUBLIC INTEREST

Governor Records Safety Spots

CONNECTICUT Gov. Abraham A. Ribicoff recorded a series of highway safety spots, as part of an anti-speeding drive. The spots began July 25 on WRDC Hartford and will be offered to other Connecticut stations.

WSAZ Offers Reward

A REWARD of $500 was offered by WSAZ Huntington, W. Va., for information leading to the arrest and conviction of persons responsible for an attempt on the life of Huntington's mayor. Lawrence H. Rogers II, president and general manager of WSAZ Inc., made the announcement offering the cash reward over the station's *Turnabout* program.

WAKE Expands Public Service

BARTELL Group station WAKE Atlanta is expanding its public service by closing each of its 48 daily newscasts with a single sentence salute to a different public service organization weekly. "This is in addition to our hundreds of specially scheduled announcements each week," said Morton J. Wagner, group executive vice president-general manager.

WJAR-TV Campaigns For SPCA Funds

WJAR-TV Providence joined forces with the Providence Dept. of Recreation in a fund-raising drive for the Rhode Island Society for the Prevention of Cruelty to Animals, as part of WJAR-TV's "Community Service Plan." The campaign featured on-the-air spots from the city's 40 playgrounds, with children making individual appeals for contributions.

THOMAS F. O'NEIL, board chairman of RKO Teleradio Pictures, has been decorated by Lt. Gen. William E. Hall, commander of the Continental Air Command, with the Air Force's highest civilian honor, the Exceptional Service Award. The citation recognizes nearly $2 million worth of radio time "patriotically donated" on MBS facilities for AF recruitment and public service campaigns. Mr. O'Neil's firm relinquished control of the network last week, as new owners took over its management [B•T, Aug. 5].

Some British Tv Ads Objectionable—Gaunt

BRITISH restrictions on commercial television, particularly insistence that the advertising and entertainment portions of the telecast be completely divorced, have led to advertising practices that would be considered objectionable by both advertiser and public in this country, according to John Gaunt, radio-tv vice president of the Los Angeles office of Grant Advertising Inc.

Just returned from a short visit to the agency's London office to brief the staff on American techniques of tv commercial production, Mr. Gaunt said that in England advertisers are unable to sponsor programs but must confine their tv advertising to spots of 1-minute, 30-second or 15-second duration, broadcast in bunches of five or six between programs or at breaks during the program.

"So many spots, with no connection either with the program or each other, make it difficult for the advertiser to make a very strong or a very lasting impression on the viewers at home," Mr. Gaunt said. "The producer, under those circumstances does his best to create an attention-getting gimmick for his commercial. The result is a lot of screaming on the audio side and a lot of animated cartoon commercials on the video.

"Of course, it's hardly fair to compare what the English advertisers and agencies are doing after less than two years of commercial tv experience with the situation in the U. S., where we've had 10 years or more to learn what to do and what not to do. It would be fairer to compare British commercial tv with the way it was here in, say, 1947 or 1948. When you recall some of the things we did then, what they're doing now doesn't seem too bad."

Not only the agencies but the film producers are finding difficulties in turning out tv commercials, Mr. Gaunt commented. "They haven't learned yet how to work for the small tv screen—and in England the average set has a smaller screen than in the U. S. The low, mood lighting that is so effective in the British mystery movies all too often reduces the people in tv commercials to muddy blurs and then when the product is shown under bright lights the contrast is too much. However, their animation is as good as ours and they use a lot of it." Tv films are a problem for the film processers as well as for the producers he noted, with too many perfect projection prints that are too grainy for tv. And the lower technical standards, with 405 lines to the picture compared to the U. S. image of 525 lines, means that inherently the British tv picture has much less resolution and clarity than ours.

Experience will correct most of the faults there as they have here, Mr. Gaunt predicted, and the process will be expedited by an exchange of personnel between the American and British offices of advertising agencies which is rapidly becoming standard procedure, he said. He also believes that the technical picture standards may be raised in the near future, probably to the European standard of 625 lines, provided that this can be done without too great expense to present set-owners.

On his recommendation, two of Grant's British accounts—Jensen & Nicholson (Robialac Colorizer paints) and Clayton's Orange Crush—have increased the length of their tv spots from 15 to 30 seconds, Mr. Gaunt reported. "Most British advertisers use the 15-second spots," he said, "but it seemed to me that the longer commercials would be more than twice as effective and that they could do a more effective job by providing greater impact, even at the sacrifice of frequency."

Swedes Reject Commercial Tv For Second Time in Two Years

THE Swedish government has turned down a proposal to introduce tv advertising on the Swedish Broadcasting Service, citing what legislators feel is the "obtrusive character" of television advertising, which "the Swedish people don't want," they say.

This is the second time commercial tv has been rejected by Sweden since a bill to set up a separate, free enterprise system was offered in 1956. This year's report proposed the alternative of integrating commercial shows into the government's regular sustaining schedule. This plan is in use in West Germany and Italy, and observers report it may be adopted by other countries.

Sweden's television service may operate at a deficit for eight to ten years as presently constituted, some experts fear. A $20 annual set license fee supports the tv system.

Schwerin Research Announces Expansion Plans in Europe

SCHWERIN RESEARCH Corp., New York, which tests tv commercials and programs, is expanding its overseas operation in London. Plans, subject to approval by the Bank of England, will place Schwerin on the continent of Europe to add to its servicing in England.

Schwerin Research Ltd., London, is two years old. Its managing director, Eric Boden, has been upgraded to director of European operations, and an executive to fill Mr. Boden's former post will be announced shortly. The London firm's board includes Horace A. Schwerin and Leonard Kudisch (respectively president and executive vice president of the U. S. firm), Mr. Boden and W. Robert Carr, a partner in E. F. Turner & Sons, solicitors.

INTERNATIONAL SHORTS

CHUM Toronto, has appointed Stephens & Towndrow Ltd., Toronto and Montreal.

CKMR Newcastle, N. B., appoints Radio Times Sales, Toronto.

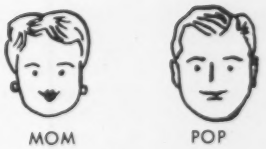
Slugging Sam forgot to duck. But he did remember to use Western New England's WWLP - WRLP, Springfield-Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

"THE SQUARES"



MOM POP

(Adults who can buy)

LISTEN TO

KiTE

"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

HOOPER — PULSE — NIELSEN

KOSI DENVER

NUMBER ONE RADIO BUY

SAN FRANCISCO KOBY

KOSI See Forjoe KOBY See Petry

Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation--availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta* **WLW** *Radio*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

from **RAYMOND R. MORGAN,** *president, Raymond R. Morgan Co.*

ALL THAT HURRAH AND RAZZLE-DAZZLE WON'T GET YOUR TV MESSAGE ACROSS

THERE used to be a theatre in New York called the Hippodrome. It produced no ordinary attractions. Not this theatre. Everything was gigantic, stupendous, colossal. There were regiments of chorus girls. Battalions of elephants. Phalanxes of diving horses. Oceans of water in plate glass tanks with schools of shimmering mermaids that appeared and disappeared at the command of a stoogey Father Neptune, complete with beard and trident. Bands blared. Incense arose. Gongs boomed throughout the cavernous depths of the house.

Nobody knew what a Hippodrome show was all about at the time. Nor can anyone now remember, except that it was supposed to be gigantic, stupendous and colossal. It was a strutting, raucous, dowdy, brazen, overstuffed, underbrained combination of a Roman holiday, Barnum & Bailey circus and Mexican bullfight.

Diamond Jim Brady would have loved it, particularly the curtain. Because the curtain wasn't asbestos. It was live steam. And on it jetting misty vapors flashed myriad colors that clashed and screamed and thundered with their garish intensity. The idea was to make everything gargantuan, and thus coax dollars from the safety-pinned pockets of gawking yokels.

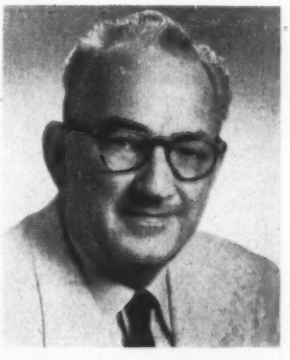
Fortunately the Hippodrome idea has passed from the theatre. But unfortunately it has entered the portals of television. And it's a damn shame!

Imagine a medium so personal, so human as to be the invited guest each day in countless homes where people sit to view. And you think you've got to dazzle them. Well, you're crazy. You think you've got to "hippodrome" your way across the hearthstones into human hearts. Well, you don't. You think that by flashing dollars you can finagle dialers, and thereby coins will be traded for your cans. Never! Well, hardly ever. You think that by scrambling a cornucopia of entertainment tops, you'll be tops in sales. Well, you're wrong.

Your competitor hires a theatre from which to broadcast third rate vaudeville. All right. You hire the Yale Bowl and clutter up the ether with first rate hoofers, plus a big band leader, plus a sister act, plus somebody bigger than Kate Smith, funnier than Red Skelton, with a couple of movie stars and an amateur act or two thrown in. God knows, such a program ought to steal the air. And if you stay, Cecil B. DeMille will probably be offering you his "12 Commandments" for a blackout.

Well, if you want to hippodrome, hop to it. But remember, nobody steals the air—nobody. And remember, there's nothing human about a hippodrome. And human beings make up your audience and your customers. Human beings who had to learn how to read, but who were born with the ability to see and hear. You don't have to stage a Florida hurricane, San Francisco earthquake and St. Mihiel bombardment to make them look or listen. Maybe these humans would even think more about your product if you weren't so noisy. And that's what you want them to think about —your product—isn't it? And people, though they may be dull, dumb, drab and dirty, don't dazzle worth a damn.

You go ahead and put the big acts on the big networks. I'll take my chances on pumping big ideas into Birmingham, Bellingham and Binghamton. And Boston, Biloxi, Butte, Bryn Mawr and Bridgeport. You take the high road of the Hippodrome. Dazzle 'em. Knock 'em cold. Then, with songs *she* used to sing and with drama *he* and *she* can fit into the simple patterns of their minds, I'll come along. And with these simple, homely, unobtrusive things, I'll spin a halo of love and affection around my product that will last as long as life itself. Because it is life itself. See?



Raymond R. Morgan; b. Sept. 2, 1895, Knights Ferry, Calif. Sold Saturday Evening Post *as boy "for inducement" and worked way through high school and U. of California selling Fords and Packards, respectively, receiving degree in mailing tube in Paris after joining Navy in 1917. Left Navy in 1921 and came to San Francisco. Went to work for an ad agency at $100 a month wrapping electrotypes. Stayed five years. Became sales manager of Macmillan Petroleum Co. and boosted sales by giving away two-gallon coupons. Got fired. Started again in agency business. "Millions of hours of our stuff on the air." Claims first soap opera on air* (Chandu the Magician, *White King soap and Beech Nut foods*), *first radio offer, first five-a-week "whodunit"* (Detectives Black and Blue, *Folger's coffee*), *first full length grand operas on radio, first "big show for the gals"* (Breakfast in Hollywood), *first "big giveaway show"* (Queen for a Day). *Credo: Best way to get something is to give something—you "gotta have a gimmick."*

Out of Focus

WITH radio regaining face as one of the dominant advertising media—a restoration whose progress has been well documented in this journal—there is a growing danger that both radio and television may succumb to the short-sighted expedient of selling perniciously against each other.

We have come across no better example of this than a "news" release put out last week by the Television Bureau of Advertising, based on an analysis of A. C. Nielsen Co. figures. It "shows," in the words of its own headline, that while tv is gaining, "radio [is] still losing audience." And the figures relied upon do indeed bear out that shoddy claim.

The only thing wrong with the comparison is that TvB failed to take into account approximately 35 million automobile radio sets that are being heard day and night throughout the land. That's 35 million locations that even television hasn't penetrated yet. So, even discounting other out-of-home listening, TvB was measuring radio with a yardstick that was at least 25% longer than it ought to be.

This is the sort of "research" that both radio and television can do without.

It is not enough that TvB's report dealt explicitly with "home" listening and viewing, one month in 1957 against the same month in 1956. The non-initiate will interpret this as total listening versus total viewing. It is too much to believe that TvB did not know this.

Coming from the American Newspaper Publishers Assn., or even from less biased sources unacquainted with the complexities of radio-tv research, such an "analysis" would not have been unexpected. Coming from an organization where radio-tv research is a basic commodity, it is something else again. Television—and radio—are both too big to have to resort to such tactics.

We do not wish to create the impression that TvB is the only culprit. For one, its radio counterpart, Radio Advertising Bureau, has been heard to mutter publicly about shortcomings in "visual advertising." There have been others, and we fear—this is the whole point of these paragraphs—that there will be more as radio's share of the advertising dollar increases.

The broadcast media are competitors, certainly, and as such they cannot avoid selling against each other as well as against all other advertising forms, from print to skywriting. But it would be folly for them not to keep it clean, or to become so engrossed in intra-family squabbling that they lose sight of their other targets. Selling can be done positively and constructively—when you have the medium for it. ANPA please copy.

THE IMPLICATION that radio's in-home audience constitutes its total audience (see above) points up a research need that becomes more evident every day. The simple fact is that nowhere in existence is there an adequate measurement of radio's nationwide out-of-home audience.

With radio sets becoming virtually standard equipment in automobiles and with portables being carried around like handbags, out-of-home listening obviously is high and going higher. Most experts seem agreed that pin pointing it at a reasonable cost will be difficult. But there should be no let-up in efforts to devise a means. Until this vast, literally unseen audience can be counted adequately, radio will be lacking an important sales tool and advertisers a guide to better use of the medium.

Of Cabarets & Taxes

UHF operators ought to be cheered by the House vote last week to reduce the cabaret tax by 50%.

This is not to suggest that uhf operators are inveterate nightclubbers. Indeed many of them haven't had the price of a cabaret meal since they went into the uhf business.

But there is hope that if the House can be persuaded to pass tax relief for cabarets it can also be persuaded to make a tax adjustment that would be of significant help to uhf television. Approximately the same arguments that moved the House to cut the cabaret tax from 20% to 10% can be used in support of the proposal to eliminate the 10% excise tax on uhf receivers.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Take out one of those roses . . . they may think we're giving someone a free plug!"

Advocates of the cabaret tax reduction argued that it was needed to help an ailing business. The 20% tax, they said, was keeping patrons out of cabarets. To cut the tax would be to assure the stimulation of cabaret business and the expansion of employment. Resulting increases in corporate and personal income taxes would offset the loss of $21 million a year in cabaret tax revenue.

The case for elimination of the 10% excise tax on uhf receivers is even stronger. If that tax were killed, the price of taxed vhf-only sets and untaxed all-band receivers would be equalized. The incentive for manufacturers to make all-band sets would be powerful.

If, as anticipated, it became as cheap to buy an all-band set as a vhf-only set, the stimulation to uhf broadcasting would also be powerful. At the very least, the equalization of prices on vhf-only and all-band sets is a necessary first step in the resuscitation of uhf television.

The Treasury Dept., in arguing against the uhf tax cut, has deplored the potential loss of all excise taxes on television sets, its theory being that if manufacturers make nothing but all-band sets, there will be no excise revenue. What the Treasury forgets is that past history of the tv set tax yield is based upon a fantastically expanding industry which now is in the transition toward stability.

There is now just about all the television there is going to be—unless something comes along to assist the development of uhf television. The current market for television sets is a replacement and a second-set market. That is not a market that promises the volume of past years.

The Treasury would be more realistic if it based its estimates of revenue loss only on revenues it had received in the past from taxes on sets capable of tuning uhf channels. No figures are available, but it is safe to say that the tax yield on uhf receivers has been inconsequential.

Assuming that uhf were revitalized, the government would be in a position to collect greatly increased revenues from corporate income taxes of uhf broadcasters. There are few uhf operators today who pay Uncle Sam anything in that category.

There would also be an increase in employment if the number of stations increased, and with that would come an increase in personal income taxes.

On a strictly monetary basis the government stands to gain more tax yield than it would lose if the excise tax on all-band sets were eliminated. Beyond that, the tax relief would result in giving the U. S. public a wider program choice than it now receives.

All in all, the arguments for uhf tax relief add up to a project for both economic and cultural progress. As such they certainly should carry more weight than the plea for a reduction in the tax on nightclub checks.

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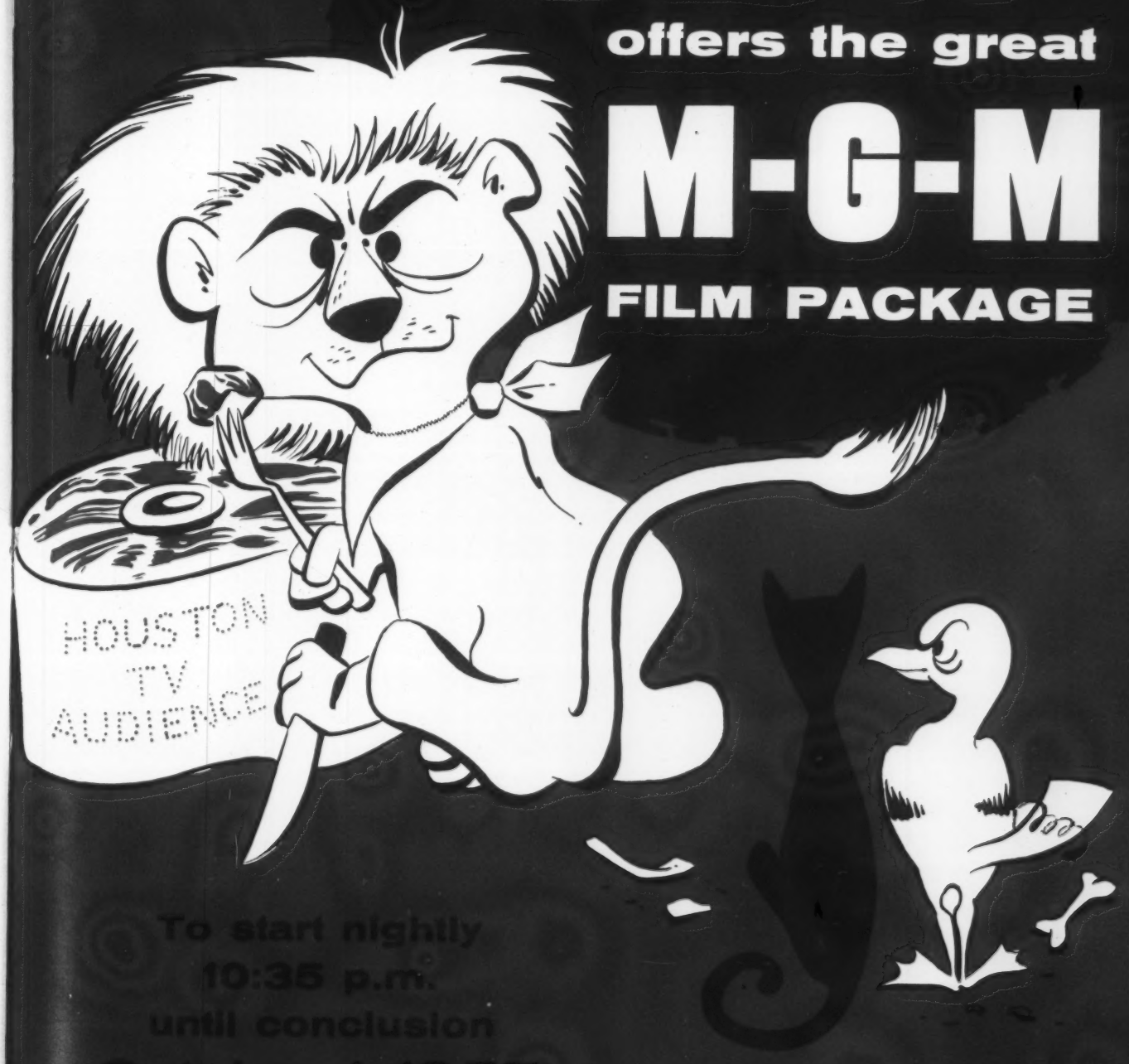

To start nightly
10:35 p.m.
until conclusion

October 1, 1957

For Availabilities,

EDWARD PETRY & CO.

JACK HARRIS
Vice President and General Manager

JACK McDREW
Station Manager